26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JULY 15, 1957 35¢ PER COPY

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Mutual vs. evolution

Movies: price vs. value

Networks: N.Y. vs. Hollywood

The Nighttime Radio Ball is Rolling

STATIONS IN TWO-THIRDS OF THE MAJOR MARKETS ARE OFFERING 2 SPOTS FOR THE PRICE OF 1

In approximately two-thirds of the nation's major markets, shrewd advertisers can now buy two spots at night for the price of one spot during the day.

See your Petry man for the full story about the picture *today* in Nighttime Spot Radio, the attentive audiences, the new low prices.

Radio Division

EDWARD PETRY & CO., INC.

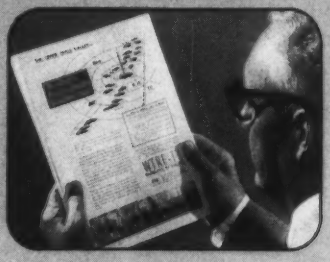
The Original Station Representative

NEW YORK · CHICAGO · ATLANTA · BOSTON · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

THE

WHEELING

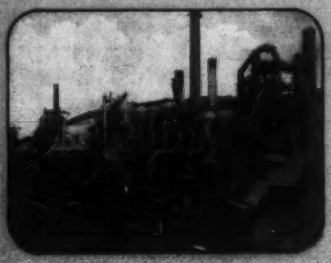
INDUSTRIAL EXPANSION STORY BOARD

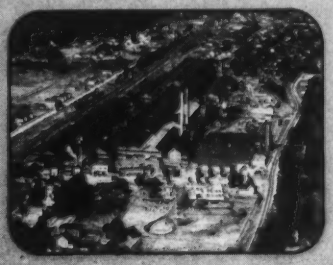


The *Wheeling* Story is a story of *Expansion! Growth! Progress!* The Upper Ohio Valley is truly one of the fastest growing markets in America!

The Wheeling Industrial Expansion Story has been *news* in leading publications and read by millions of American business men.

As an advertiser, this story is important to you because industrial expansion means new employment — added people — *increased buying power*—obsoleting any market figures published as recently as six months ago.

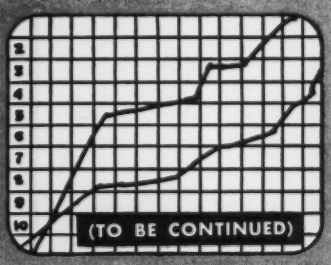




And the story continues to unfold. For instance . . . when completed, Weirton Steel will have the world's fastest cold reducing Tandem Mill—creating new jobs for its 13,500 employees.

Olin-Mathieson Chemical's 1,100 acre plant, originally planned for annual 60,000 ton capacity, has already expanded to produce 180,000 tons yearly

The advertising medium covering this expanding area *best* is WTRF-TV—far and away the #1 Station in every accepted audience measurement.



"a station worth watching"

Wheeling 7, West Virginia

As buying power soars—so can your sales soar in this expanding market—*if* you tell your story to the vast, interested audience on Channel 7.

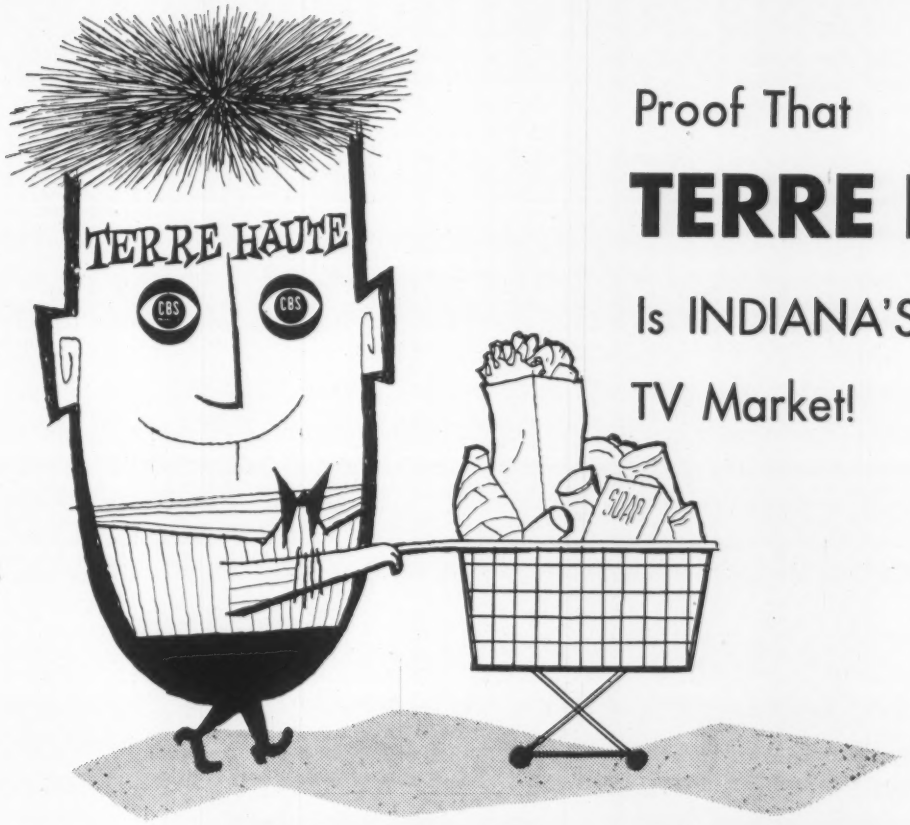
NBC

316,000 watts

Equipped for network color

For availabilities and complete coverage information —call Bob Ferguson, V. Pres. and Gen. Mgr., or Needham Smith, Sales Mgr.—Wheeling Exchange — CEdar 2-7777 — or any George P. Hollingbery Co. Representative.

reaching a market that's reaching new importance!



Proof That

TERRE HAUTE

Is INDIANA'S 2nd Largest TV Market!

FOOD SALES

WTHI-TV MARKET	$212,854,000 *
MARKET A	$184,861,000
MARKET B	$148,676,000
MARKET C	$138,091,000

Market Area: Television Magazine NCS. #2 Study

CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA

WTHI - TV

and RADIO, too!

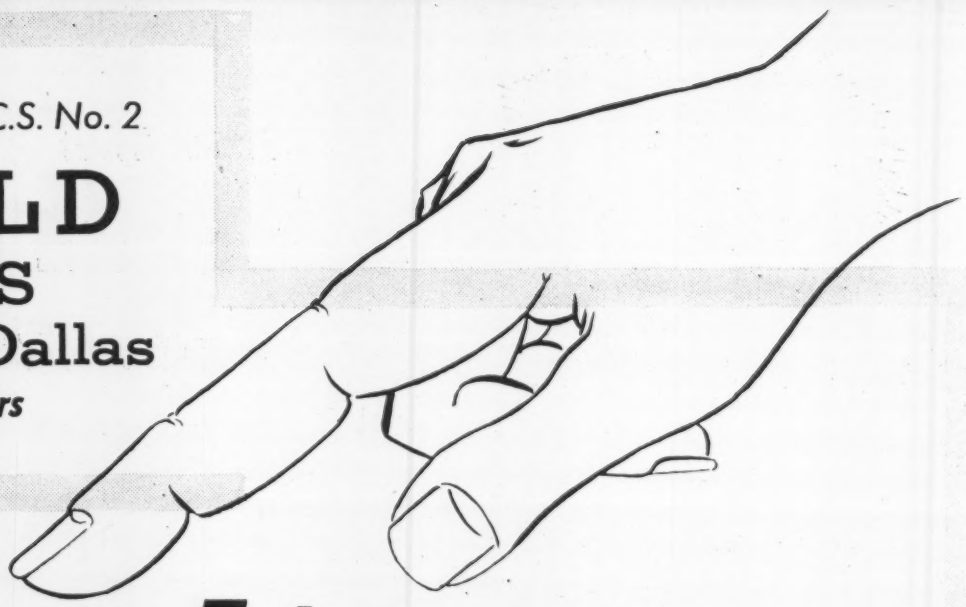
BOLLING CO., NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

TM -CBS-TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Based on N.C.S. No. 2

KRLD
CBS
Radio-Dallas
delivers



More Listeners
More Coverage

than any other full-time station
in the entire state of Texas . . .

KRLD is the Only Full-Time 50,000 Watt Station in Dallas-Ft. Worth Area

KRLD does not share time and frequency with any other station. One station—one order means greater frequency discounts — full, accurate coverage at minimum cost. KRLD is centrally located in Texas' richest and most progressive area. Few natural barriers impede its full-time 50,000 Watt signal, giving you adequate coverage of the West and Southwest at a lower cost per 1,000 listeners. For the best buy, better buy KRLD. Check with a Branham man.

More Listeners
More Coverage
Less Cost per 1,000

COMBINED MAKE

KRLD

the biggest buy
in the biggest market
in the biggest state

KRLD Radio CBS

The radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. Herald Square, Dallas 2. The Branham Company, exclusive representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit.

TRUMAN AS HISTORIAN • Former President Harry Truman may become ABC-TV commentator this fall—but not on current events. Program would be on American history, Mr. Truman's favorite topic, and would be picked up from new Truman Library in his home town of Independence, Mo., dedicated on July 6.

B•T

MR. TRUMAN reportedly reached preliminary understanding with ABC-TV two months ago while in New York with Mrs. Truman to greet arrival of their first grandchild. Since he retired from presidency, Mr. Truman repeatedly has rejected offers from networks for commentary series. When ABC pitched history, it struck responsive chord and negotiations were begun with former chief executive and his legal adviser, former Judge Samuel Rosenman of New York.

B•T

TV GRAFT TALKED • Another investigation—this time into alleged "extortion" in FCC television authorizations—is being talked up in Senate as well as in House where Moulder Committee on Legislative Oversight already is laying plans to look into cases involving purported political favoritism [B•T, July 8]. Strike applications, partisan politics, and alleged "payoffs" are among charges receiving preliminary scrutiny in Senate, it's learned.

B•T

ONE nationwide newspaper syndicate has its top Washington man "researching" reports of chicanery in television authorizations. If leads jell, this syndicate contemplates "expose" series.

B•T

NETWORK BREATHER • Top Justice Dept. officials now estimate privately it may take another year—perhaps longer—to complete antitrust investigation of television networks. Network practices now under active government scrutiny are option time, must-buys and tie-ins of time and program sales. Network talent contracts also due for study, but that part of investigation reportedly isn't progressing as fast as other phases.

B•T

VERY premature but under serious discussion at American Broadcasting Network is method of providing for affiliated stations some type of closed-circuit news feed by ABN during non-network program hours. Interviews and background commentary are forms of voice material that stations could monitor and tape for local use. ABN admits idea is not new. Problem is to make service practical and salable for local affiliates.

B•T

FAST PAY • "Sight draft" is being used for first time in history of radio by Morey, Humm & Warwick, New York, to pay stations for radio schedule of Sinclair Oil. Sight draft is method of banking whereby stations fill out checklike envelope to themselves, along with affidavit, and deposit it, getting credit in their own local bank. Local banks in turn file draft with First National City Bank in New York where agency has account and where draft is cleared.

B•T

LOOK for Philco to be back in old role of tv sponsor in not too distant future. One of major tv advertisers in medium's early days as sponsor of Philco Playhouse *in Sunday evening hour on NBC, this set manufacturer and its agency, BBDO, have decided on return, once proper vehicle has been found.*

B•T

NEW BROOM • New policy initiated by FCC Chairman Doerfer requires that all mail be acknowledged within 48 hours, even if detailed answer cannot be supplied. He's likewise asked Office of Opinions and Review to expedite handling of all matters before it.

B•T

NO visitors, no telephone calls—that will be order of business Tuesday mornings for Chairman Doerfer. He will devote time to consultation with his immediate staff, preparatory to regular Wednesday FCC meeting. Only interruption to this schedule, chairman told B•T, will be appearances before Congressional committees or other top-level federal business.

B•T

SIDETRACKED • Nomination of Frederick W. Ford for FCC probably won't be considered by Senate Commerce Committee prior to its next regular meeting, Wednesday, July 24, according to Chairman Magnuson (D-Wash.). Because of filibuster on civil rights, nominations are not being considered, so delay in hearing won't have bearing on ultimate Senate consideration anyway. There's little indicated opposition and nomination should sail through both committee and Senate. Meanwhile, FCC since July 1 has functioned with six members.

B•T

FCC's erstwhile four-man Network Study Committee will function as three-man committee with departure of former Chairman McConnaughey. New Chairman Doerfer, already member of group, has decided against additional appointment at this late date. Committee report is due by Sept. 30, and FCC must report to Senate Commerce Committee 90 days later. Meanwhile, instructions have been given to special study staff, headed by Dean Roscoe L. Barrow, to release each staff member as his particular task is completed.

FACTOR ON ABC • Max Factor & Co. (cosmetics) understood to have signed 52-week contract with ABC-TV for Monday 8-8:30 p.m. slot, effective in fall. Contract, placed through Anderson-McConnell, Los Angeles, said to represent estimated $2.5 million gross billing for time. Show has not been picked. R. J. Reynolds Tobacco had bid for time spot but bowed out, paving way for Max Factor. This leaves half-hour (7:30-8 p.m.) as only period open in Monday nighttime fall lineup, that already has Ralston Purina (*Bold Journey*), Firestone Tire & Rubber (*Voice of Firestone*) and Dodge and Plymouth Divs. of Chrysler Corp. (Lawrence Welk's *Top Tunes & New Talent*).

B•T

NEW LIGHT on die-hard attitude of American Bar Assn. opponents of courtroom broadcast reporting appeared last week in attempt to influence judge at Texarkana, Ark., during murder trial. Purported ABA spokesman telephoned presiding judge, after trial had begun, to point out anti-broadcast provisions of pre-television Canon 35, according to Texarkana sources. KCMC-TV Texarkana silent film coverage, which irked ABA spokesman, drew approval of trial judge, and station put film on air.

B•T

SECRET SERVICE • "Security" measures taken in filming initial Edsel tv commercials [B•T, July 1] currently are being extended to spot radio-tv plans. It's learned some station representatives have been queried on program-announcement availabilities, bulk of them on radio, without being told identity of client. Kenyon & Eckhardt is handling tv spot "teaser" campaign as institutional agency for parent company, and Foote, Cone & Belding, Edsel agency, has made solicitations, as well.

B•T

IT WILL be 30 years on air for CBS Radio Sept. 18, and network is understood to be lining up hour or 90-minute long birthday show. CBS-TV may participate by saluting sister network during day.

B•T

CREATIVE TOOL • Currently under study at Edward H. Weiss & Co., Chicago agency (estimated billings, $15 million-plus), is move whereby its motivation research department would be placed under creative director. Plan is viewed as novel in advertising concept and reportedly reflects President Edward Weiss' views that creativity is core of agency operation and "MR" is valuable only when it feeds "vigorous, fresh new ideas."

The Meredith Stations Present:

Hottest TV Property

in **4 key cities** accounting
for nearly **3 billion dollars**
of U. S. retail sales!

MGM
Feature Films

Feature films are altering the program pattern of TV, we need hardly remind you! MGM Feature Films—the biggest and best "package" in the feature field, are now an exclusive with Meredith stations in 4 of the "class" markets in the U. S.—all in the top 25%. Do your clients know about the opportunity presented by this unusual combination? Availabilities going fast! Get in touch with your Meredith representative as soon as you can for details.

MEREDITH RADIO and **TELEVISION STATIONS**
affiliated with Better Homes and Gardens and Successful Farming magazines

THE WEEK IN BRIEF

LEAD STORY

MBS May Close Up Shop—That's one of three courses indicated for 23-year-old network. Other alternatives under consideration: to sell the network or to further reduce schedules. Decision may come this week. Page **31.**

ADVERTISERS & AGENCIES

The Mating of Supply and Demand—The hitherto unpublished saga of Television Clearance House Inc. reveals that a quick way to success is to find a need—then fill it. Louis Dahlman found the need—television stations, which could use merchandise, and manufacturers, who could use spot time on live programs in return for "distress items." Page **33.**

Major Accounts Have Itching Feet—B•T's analysis of the first six months of 1957 indicates an unusually large number of sponsors are switching agencies. Page **34.**

Ford Takes on Shine at CBS Radio—Network says it's getting clearances, while most of talent is buttoned up for Ford Motor Co. 52-week, 4 hours, 40 minutes per week program scheduled to start Sept. 2. Page **62.**

FILM

Pocketbooks Are Becoming Strained—Are post-1950 theatrical pictures pricing themselves out of nation's number one tv film market? New York station film buyers take another look at price tags and think time's at hand for a mark-down. Page **46.**

Warner Bros.' First Year Tv Report—Television unit expects output of $1 million in commercials. Page **49.**

Bache's Best Buy—Bache & Co., Wall Street investment house, in report to staff brokers, says Universal Pictures Co. is a most attractive stock issue at a time when Universal is on verge of announcing $30 million tv distribution deal with rival Columbia Pictures Corp.'s Screen Gems. Page **53.**

A Barometer on Syndicated Films—ARB releases the top ten films in 10 major markets during June. Ziv-Tv's *Highway Patrol* continues to hold the best average. Page **58.**

GOVERNMENT

Hold Up on Pay Tv—That's what Rep. Celler tells FCC Chairman Doerfer, saying Congress should legislate first. Scant 35 comments filed with FCC on testing questions—with only 10 pleadings favoring, and 24 opposing tests. One took no position. Page **68.**

International Pacts Blocked—Daytimers stop Senate ratification of NARBA and Mexican radio treaties; claim Mexican treaty discriminates against U. S. daytime-only treaties. Sen. Fulbright recommends daytime claims be compromised if pro-ratification forces hope to gain two-thirds Senate majority. Page **76.**

NETWORKS

Westward Ho! for 'Prestige' Shows—Though New York is not losing ground to Hollywood in total production time, the "prestige" shows are going West. The future course of the New York-Hollywood battle is uncertain. Page **60.**

Teamwork Urged in Radio—American's Bob Eastman pleads for cooperation in radio's sales ranks. Page **62.**

ABC-TV Looks to Winter Ratings—Network drivers say ABC-TV will be in the ratings show in the top markets come next January. Page **64.**

STATIONS

Too Much Phone Traffic—New York Telephone Co. reminds WINS New York that it's dialing the wrong number as station promotion contest overloads circuits, a situation which also makes telephone officials blow a fuse. Page **88.**

'For Sale' Sign Tucked Away—WATV (TV) Newark, "unofficially" up for sale since spring takes itself off market and reaffirms its "open for business as usual" position by finalizing purchase of major NTA-20th Century Fox Package. Page **88.**

OPINION

MR. TAPLINGER

Warning: Tv's Stumbling Into Too Many Ruts—Sylvan Taplinger, writing in B•T's Monday Memo series, takes a crack at some practices that have, he says, beset television. Page. **127.**

Mr. News Director, Do Sponsors Lean Over Your Shoulder?—That's the question that was posed to tv station news chiefs in a special survey. Page **122.**

PERSONNEL RELATIONS

Another Round Between IBEW, CBS—Local 1212 and CBS renew labor dispute as electricians strike Columbia Records, picket main CBS headquarters in New York. Network stays on air as handful of union electricians consent to stay "locked up" in master control. Page **78.**

For latest developments see page **10.**

DEPARTMENTS

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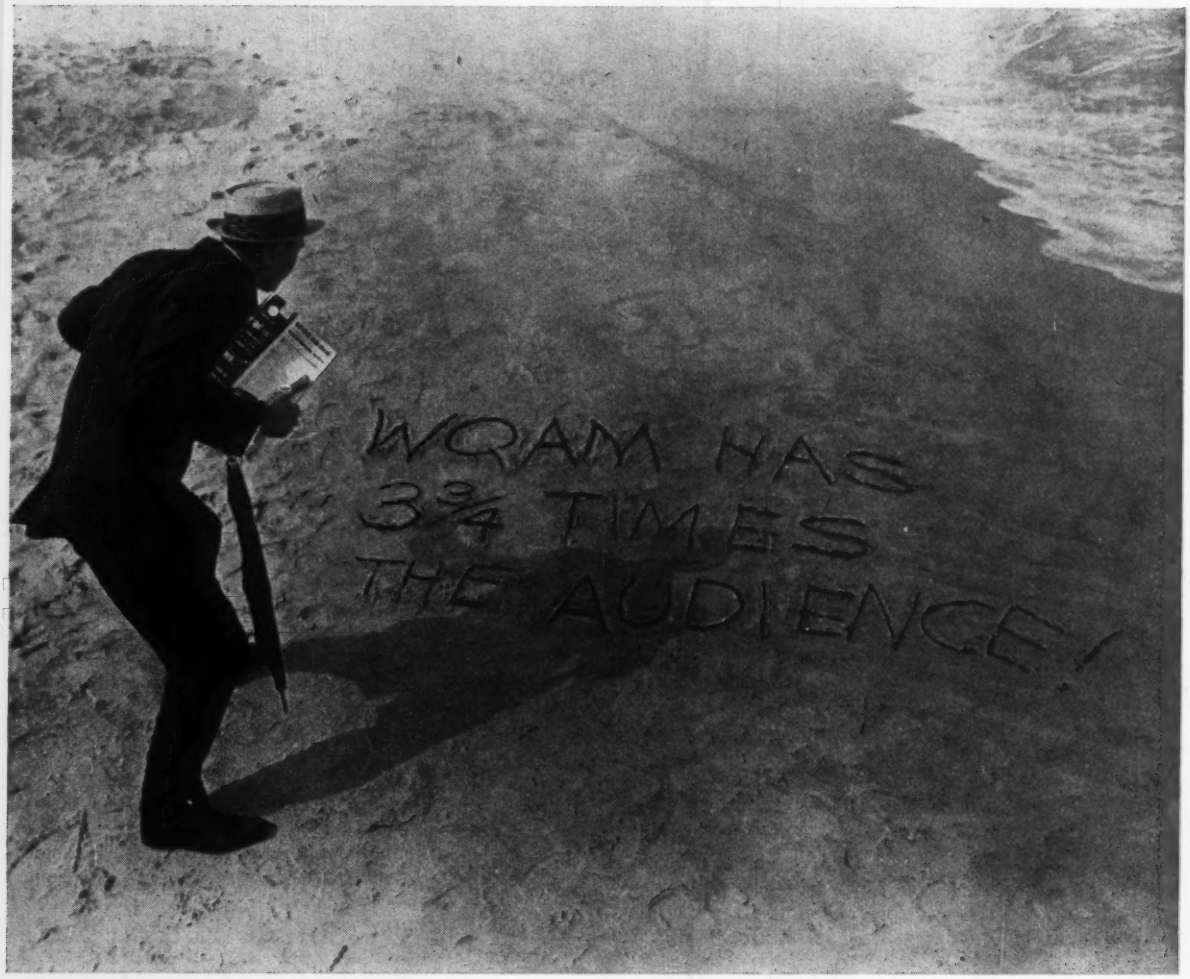
AUDITED PAID CIRCULATION ABC

BUSINESS PAPERS CIRCULATION ABP



WQAM	**37.9%***
Station "A"	10.1%
Station "B"	9.8%
Station "C"	7.3%
Station "D"	6.8%
Station "E"	6.3%
Station "F"	5.6%
Station "G"	5.4%
Station "H"	4.8%
Station "I"	2.7%
Station "J"	1.6%
Others	1.3%

*Hooper—May-June 1957, 7 a.m. 6 p.m., Mon.-Sat.

The runaway races on! WQAM's previous ad talked of an audience more than 2½ times that of the runner-up station. *Now* WQAM with 37.9%—enjoys 3¾ times the second station's audience. That's what the newest Hooper says, continuing a dramatic, fantastic change in Southern Florida radio listening—and time-buying—since the start of Storz Station programming at WQAM, less than a year ago.

The *latest* Pulse and Trendex have WQAM in first place. So it's unanimous. So don't let 1956 data throw sand in your eyes. Send for a Blair man, or talk to WQAM General Manager Jack Sandler.

WQAM

Serving all of Southern Florida with 5,000 watts on 560 kc . . . and radio #1 in **MIAMI**

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

Kintner, Sacks to NBC Board, Odorizzi Named to RCA Board

ELECTION to NBC board of directors of Robert E. Kintner, executive vice president, tv network programs and sales, and Emanuel (Manie) Sacks, vice president, tv network programs, to be announced today (Mon.) by NBC President Robert W. Sarnoff.

Election to RCA board of directors of Charles M. Odorizzi, executive vice president, sales and services, announced Friday by Brig. Gen. David Sarnoff, RCA chairman of board. Mr. Odorizzi succeeds William E. Robinson, president of The Coca-Cola Co., who has resigned from both RCA and NBC boards.

Mr. Kintner left ABC's presidency last January to become executive vice president at NBC. He had joined ABC in 1944 as vice president in charge of programming, public services, public relations and advertising, becoming executive vice president in November 1946 and president on Dec. 30, 1949.

Mr. Sacks joined RCA in 1950 as RCA Victor's director of artists relations, subsequently was elected staff vice president less than year later; vice president and general manager of RCA Victor records in January 1953 and staff vice president at NBC in August 1953. Both executives are members of NBC executive council that formulates major company policies.

Mr. Odorizzi, with RCA since 1949, was elected to his present post October of 1955 and is responsible for guidance and administration of RCA's international sales, overseas companies, RCA Victor Co. Ltd. of Montreal, RCA Service Co., RCA Victor Distributing Corp. and RCA Institutes Inc.

'My True Story' Moving to NBC In $3.5 Million MacFadden Pact

AFTER 15 years on American Broadcasting Network, *My True Story* moves in fall to NBC in same time period, Monday-through-Friday 10:05-10:30 a.m., but with new sponsor, MacFadden Publications. Matthew J. Culligan, vice president in charge of NBC Radio network announced Friday network signed MacFadden to five year $3.5 million contract for series which has enjoyed high ratings and consistent sponsorship, currently participating, on ABC. Series is based on material from MacFadden magazines and will continue to be written by Margaret E. Sangster. Ted Lloyd will produce.

ABN leaked word that weeks ago it had sent letters to packagers and talent canceling not only *My True Story* but also morning dramatic serials *Whispering Streets* and its house-packaged *When A Girl Marries* effective end of August. Dropping of dramas is in line with ABN plans for more personality and music shows.

KREM-AM-FM-TV Spokane Sold By Louis Wasmer for $2 Million

SALE of KREM-AM-FM-TV Spokane, Wash., by Louis Wasmer to KREM Broadcasting Corp., largely owned by Mrs. A. Scott Bullitt, for $2 million, announced Friday. Purchase, subject to usual FCC approval, handled by Blackburn & Co.

Channel 2 KREM-TV, ABC affiliated, began operating in October 1954. Mr. Wasmer will remain with stations, as president of new licensee, and there will be no staff changes. Terms call for payment of $500,000 after FCC approves, plus remainder to be paid over eleven year period. Mrs. Bullitt is also majority stockholder in KING-AM-FM-TV Seattle and of KGW-AM-TV Portland, Ore.

Weaver Adds Another Client

SECOND advertiser is on books for participation in *Ding Dong School*, former NBC-TV daytimer, that returns to tv on Aug. 26 under auspices of Sylvester L. (Pat) Weaver Jr.'s "Program Service." Climax Industries Inc. (on behalf of Kid-o synthetic modeling compound), Cleveland, has signed for unspecified participations. Agency is Atlantic Adv., New York. *Ding Dong* goes on air in eight cities in August and is to be on 13 stations by October. Already signed is Taylor-Reed Corp. (Cocoa-Marsh) for about five participations weekly in *Ding Dong* (Mon.-Fri., 10-10:30 a.m.).

Meighan Proves Wine Connoisseur

FIRST prize in Washington wine-naming contest was won by Howard Meighan, CBS-TV western division vice president. Host at wine-tasting festival was Italian Embassy, with 19 different wines introduced. Mr. Meighan named more wines and district of origin than any other contestant.

FM ON MT. WASHINGTON

FM will return to Mt. Washington, Me., site of famed pioneering operation of late John Shepard 3d, of Yankee Network, which was forced to go silent in 1942 because of freeze on receivers during World War II. Mt. Washington Tv Inc., which operates ch. 8 WMTW (TV) at this unique location, has decided to apply for fm ch. 235 with 10 kw to be located at summit of mountain, which would give it Greater New England coverage up to Montreal, according to John W. Guider, president. Former Gov. Horace Hildreth, recently ambassador to Pakistan, and part-owner, has been elected chairman of board, and John H. Norton, re-elected vice president-general manager.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 33.

ACCELERATION • Though it's unusual for auto advertiser to step up buying toward end of current car year, Pontiac Div. of General Motors has allocated $250,000 to purchase prime tv spot availabilities effective end of August, and has, according to several representatives, gotten "gratifying clearances." Drive is taking advantage of Oldsmobile's cutback in tv spot by taking its old slots and will be used not only to "clean-up" or move 1957 models out of showroom, but also will lock up good positions for announcement time. MacManus, John & Adams, Bloomfield Hills, Mich., is agency.

BATTERS UP • Two competitive cake mixes start schedules July 22, but in different media. General Mills plans one-minute saturation radio schedule starting on that date for ten weeks in large number of markets through BBDO, N. Y. Procter & Gamble, for its recently acquired Duncan Hines cake mix, through Compton Adv., N. Y., is preparing television spot campaign in number of selected western markets, using five announcements per week in Class C time in each market.

FLIGHT SCHEDULE • American Tobacco Co., N. Y., for Pall Mall cigarettes planning three flights of radio spot schedules in heavy traffic periods and noon hour running July 28 to Aug. 31. Other flights are Sept. 15 to Oct. 12 and Oct. 27 to Nov. 3 One-minute and eight-second spot will be used. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

SHARE TOURNEY TAB • Miller Brewing Co., Milwaukee, and Wildroot Co., Buffalo, will sponsor series of golf tournaments effective Oct. 12, 4-5 p.m. on ABC-TV. Agency for Miller is Mathisson & Assoc., and for Wildroot, BBDO, N. Y.

CAMPAIGNING THROUGH SOUTH • Drug Research Corp., N. Y., for new Regimen reducing pill, now in 100 radio markets, enlarging coverage by entering South with intended purchase of approximately 20 cities in Florida, Texas, Carolinas, and Georgia. Kastor, Farrell, Chesley & Clifford, N. Y., is in process of buying for saturation campaign (50-70 spots per station). Upcoming: tv stations in approximately six weeks.

Continues on page 10

at deadline

Doerfer Says He'll Ask FCC To Reconsider on V Boosters

AT Friday afternoon meeting with Colorado Gov. Stephen McNichols and other western advocates of on-channel vhf tv boosters, FCC Chairman John C. Doerfer promised he would ask Commission to reconsider its rule-making which would allow boosters on uhf channels only.

Following meeting, Gov. McNichols (whose state has several vhf boosters operating under his authorization) said problem was "very well aired" in informal session.

Governor formally asked FCC to hold hearings in Denver—at which time engineering testimony would show justification for vhf booster stations in his state, he believes. He said Mr. Doerfer also would take this request under consideration. There will be no change in operating status of present boosters in Colorado, Mr. McNichols said, pending outcome of such hearings.

Present at unprecedented full-scale meeting in Chairman Doerfer's office: Chairman Doerfer and his legal and engineering assistants, Evelyn Eppley and James B. McElroy; Broadcast Bureau officials Harold Cowgill, James E. Barr, Herbert Schulkind, and McIvor L. Parker; chief engineer's office executive Virgil Simpson; Field Engineering Chief George S. Turner and General Counsel Warren E. Baker.

Accompanying Gov. McNichols were former Sen. Burton K. Wheeler (D-Mont.), Ed Craney, Montana broadcaster; Robert G. Seaks, Sen. Wheeler's Washington law office; Robert E. L. Kennedy, Washington consulting engineer; Richard K. Pelz, administrative asst. to Rep. Don Magnuson (D-Wash.), and Nick Zapple, Senate Commerce Committee communications expert.

Essence of Gov. McNichols' plea was that Commission reconsider its June notice of further rule-making which would bar on-channel vhf boosters; permitting only uhf boosters to fill in shadow areas of uhf station [AT DEADLINE, July 1]. Comments due Aug. 1. Chairman Doerfer was only one to abstain on vote to issue rule-making notice.

ABA to Hear Daly on Canon 35

ABC News and Special Events Vice President John Daly will throw book—*Blackstone's Commentaries*—at meeting of American Bar Assn. today (Mon.) in New York. Mr. Daly is to present plea to section of bar activities committee asking for repeal of Canon 35. Mr. Daly feels Canon 35 has "branded" broadcasters' journalistic efforts "as a circus, a vaudeville show, a spectacle."

Principal ammunition to be used by Mr. Daly in his plea: Statements on "open" trials by "greats" of judicial history, e.g. Jeremy Bentham, William Blackstone, as well as successful examples of recent tv coverage of trial law.

STAYING CLOSE TO SHOP

MEMBERS of FCC will not take part in NARTB's autumn series of regional meetings starting Sept. 16, Chairman John C. Doerfer notified President Harold E. Fellows Friday. "This does not represent any change in Commission policy," chairman said, explaining that autumn work load, change in chairmanship and arrival of new member preclude customary role in broadcaster meetings. Mr. Fellows was assured commissioners hope to attend meetings in future years.

• BUSINESS BRIEFLY

Continues from page 9

MERCURY FORECAST • Mercury division of Ford Motor Corp., planning special radio spot announcement schedule to run Aug. 1-30 in 30 top markets. Kenyon & Eckhardt, N. Y., is agency.

TWO MORE FOR BREAKFAST • Haysma Co. (hay fever remedy), Chicago, buys 13 five-minute segments of ABN's *Breakfast Club*, Aug. 14-30. Agency: O'Neil, Larson & McMahon, Chicago. Frito Co. (Fritos), through Tracy-Locke, Dallas, renews schedule of three five-minute segments weekly on same program for 13 weeks effective Sept. 25.

TARGETING ON MEN • General Cigar Co. (White Owls), N. Y., reportedly set to launch summer spot radio campaign this week, using as many as 40 spots per week in some of eight markets scheduled. Campaign lasting through September plans to make use of 7-9 a.m. and 5-7 p.m. time slots, with emphasis on news and sports programs aimed at male audience. General Cigar also understood to be expanding spot tv lineup in fall. Agency: Young & Rubicam, N. Y.

SUNDAY SHOPPING • Grant Advertising, Chicago, recently named agency for Park & Tilford toiletries and cosmetics, is looking for television program, preferably one suitable to network Sunday afternoon.

TAKES PART OF SINATRA • Bulova Watch Co., Bulova Park, N. Y., will sponsor five of ABC-TV's *Frank Sinatra Shows* on alternate week basis starting Oct. 25. Deal was made internally at McCann-Erickson, N. Y., agency for both Bulova and Liggett & Myers Tobacco Co. (Chesterfield). L&M earlier had bought whole Sinatra series.

S&F ADDS TWO ACCOUNTS • Whitehall Pharmacal Co., N. Y., appoints Street & Finney, N. Y. to handle advertising for two new products, as yet unnamed.

PEOPLE

HERMAN RUSH, vice president of Official Films Inc., N. Y., since 1951, has resigned effective Aug. 1, and will announce future plans in late August.

GILBERT L. BURTON, general manager of Guild, Bascom & Bonfigli and supervisor of N. Y. office of San Francisco agency, elected vice president effective today (Mon.).

PINCKNEY B. REED, vice president, government service dept. of RCA Service Co. elected effective tomorrow (Tues.) as vice president, international sales of RCA, according to Charles M. Odorizzi, executive vice president, RCA sales and services.

BEN HUDELSON, production supervisor of WBZ-TV Boston to WRCA-TV N. Y. as manager of production.

Columbia Records Strike Ends With Signing of Two-Year Pact

TWO WEEK STRIKE by recording engineers, members of Locals 1212 and 1220, International Brotherhood of Electrical Workers, against Columbia Records Inc., CBS Inc. subsidiary, ended Friday at 12:30 p.m. following settlement between CRI and union officials. (Earlier story page 78). Under new two-year contract engineers get $10 pay increase over next two years (bringing weekly base to $177), work eight-hour day (as against previous nine-hour day). IBEW's 1212 will have work jurisdiction within 300 miles radius of New York and Local 1220 will have jurisdiction within 200 mile radius. Though there were reports Friday that 1212 had agreed not to retaliate against six engineers who stayed "locked in" (in exchange for CBS Inc.'s agreement to regard strikers as having been "on vacation") union officials told B•T no such agreement had been reached, nor was one likely. "Management," he said, "has no say over internal union matters." Engineers return to work today (Monday) but will not be paid for past weeks.

C&C Super Plans to Spin Off Phoenix Industries Subsidiary

STOCKHOLDERS of C&C Super Corp., New York, will vote at special meeting July 29 to spin off wholly-owned subsidiary National Phoenix Industries Inc. (food, beverage and manufacturing operations) and concentrate solely on its tv activities, currently carried on by C&C Television Corp. New York distributor of RKO library of feature films domestically and abroad.

C&C reorganization plan is to spin off National Phoenix and assign to it assets of C&C Super's Lorraine Mfg. & Power Products (industrial tools) and Nedick's (food and beverage division). Television activities under plan will be conducted by newly-constructed C&C Television Corp., embracing three subsidiaries—C&C Films Inc., covering U.S. and Canada; C&C Pan Atlantic Tv Co., Latin America; C&C International Tv Film Corp., overseas markets. C&C Super Corp. now holds about 51% of C&C Television Corp. and Phoenix Industries.

NOW! ZIV'S SPECTACULAR NEW

ACTION

SERIES...

ZIV's BRILLIANT NEW SHOW . . . A LAW ENFORCEMENT AGENCY

NEVER BEFORE DRAMATIZED ON TV!

"HARBOR COMMAND"

DANGER!
THRILLS!
ACTION!

Based on actual experiences of America's Harbor Police, Coast Guard Units, Port Authorities!

with an exciting Hollywood star . . . **WENDELL COREY**

AS CHIEF OF THE HARBOR COMMAND

AS CHIEF OF THE HARBOR COMMAND

SMASHING TO NEW SALES RECORDS!

Already bought by:

- HAMM'S BEER
- MILES LABORATORIES
- BLUE CROSS in Buffalo
- KBAK-TV — Bakersfield, Calif.
- KBOI-TV — Boise
- WNAC-TV — Boston
- KTTV — Los Angeles
- WTVJ-TV — Miami
- KTVX-TV — Tulsa-Muskogie
- WOR-TV — New York City
- KPHO-TV — Phoenix
- WIIC-TV — Pittsburgh
- KSL-TV — Salt Lake City
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ZIV Television

SHOWMANSHIP THAT WILL DELIVER A BIG AUDIENCE FAST!

FILMED ON LOCATIONS

NEW AND FRESH

TO TV...

ABOARD ocean liners, police boats, tramp steamers, fire boats.

ALOFT in Port Authority Helicopters and Coast Guard Planes.

AT SEA with the fishing fleets, Coast Guard Cutters, pleasure craft.

ON SHORE in warehouses, U. S. Customs Offices, Oceanography Labs.

KRON is TV in SF

San Franciscans are sold on KRON-TV

BEST TV FIGHTS Tues.-Wed. 7:30 PM AVAILABLE

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

Amused And Amazed

EDITOR:

I was amused as well as amazed to watch Mr. A. C. Nielsen demonstrate his audimeter on Ed Murrow's *Person to Person* telecast (June 28).

How can anyone go to such great lengths in order to avoid the element of human error, and still try to peddle a last year's postcard survey based on the question "What stations have you tuned to in the past month or so?"

Charles A. Sprague
General Manager
WMAX Grand Rapids, Mich.

'A Word From The Sponsor'

EDITOR:

I am compiling a book of readings to be used as a supplementary text in writing courses for business administration freshmen.

I should like very much to include the article, "And Now a Word From the Sponsor," [B•T, October 15, 1956].

A Business Communication Reader, as the anthology will be called, will be published by Harper & Brothers in the summer of 1958. . . .

The selection [from your magazine] was chosen for its interest to future business executives. I hope you will grant permission for republication.

J. Harold Janis
Professor of Business Writing
New York University, N. Y.

[EDITOR'S NOTE: Permission granted.]

Says Crosby Was Out of Tune

EDITOR:

For the record and the information of interested persons, that power-mad, music degrading, monopolistic BMI, which ASCAP and Crosby continue to claim is driving them out of business, managed to get 36 records on the MBS schedule for Sunday July 14.

MBS has a total of 213 records including themes scheduled for that day and the other 177 are ASCAP.

Neil Terrell
General Manager
WBSC Bennettsville, S. C.

[EDITOR'S NOTE: Mr. Terrell evidently refers to Mr. Crosby's letter to Sen. Magnuson [B•T, July 1.]

Should Have Been 'Nearer'

EDITOR:

Your item about our application for a 2,000-foot tv tower being designated for hearing stated we were asking for a "site near Lexington, Ky." [B•T, July 1].

Our proposed site was 20 miles from the heart of Louisville, and in the direction of Lexington, Ky., but still 51 miles from Lexington—hardly a "near" piece.

Our big problem with the Airspace Panel stems from its insistence we move our proposed site further from Louisville and our refusal to do so since it would sacrifice an adequate signal for our home city.

Victor A. Sholis
Vice President and Director
WHAS-AM-TV Louisville, Ky.

[EDITOR'S NOTE: B•T. should have said a "site nearer Lexington."]

Mr. Duffy Didn't Write It

EDITOR:

In B•T, June 17 you were kind enough to publish "Tv Spells Opportunity for the Art Director," my contribution to the text book *Art Direction.*

While I very much appreciate this, I was quite perturbed to find a list of 20 questions and answers annexed to my article. I not only disclaim all and any authorship of this section but I am very much opposed to the philosophy expressed in most of the answers.

William Duffy
Senior Television Art Director
McCann-Erickson Inc.
New York City

[EDITOR'S NOTE: Hastings House, publishers, offered the following explanation of how the questions and answers inadvertently were furnished B•T.]

EDITOR:

When proofs were submitted to Mr. Duffy, he called our attention to the 20 questions claiming that he was not the author and did not wish his name associated with them.

. . . Unable to discover further evidence of authorship, it was decided to retain the 20 questions section (with certain deletions), but to separate it from Mr. Duffy's own article and to preface this section with an explanatory note to this effect: "The following has been adapted from a transcript of one of the forums conducted by the Art Directors Club of New York in which the work of the art director in various fields was explored."

. . . Unfortunately, it seems that a set of the *original* galley proofs had been submitted to you [through the Art Directors Club] and that these inadvertently included the question section.

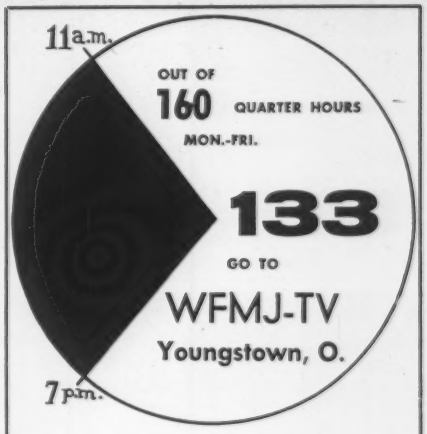
Russell F. Neale
Publishing Director
Hastings House
New York City

Honolulu Trip Unnecessary

EDITOR:

I read with interest your article on the winners in the NBC "Best Voice" contest [B•T, June 24]. Bob Conrad, second place winner (who obviously will not choose the all-expense trip to Honolulu from the available prizes) is no newcomer to radio. For some time, now, Bob has been handling the evening programming on KAIM—Honolulu's good music station. He has just completed the planning of the heavier music for the month of August, which will appear in our regular program guide.

E. H. Munn Jr.
Vice President
KAIM Honolulu, Hawaii



CHECK THIS CHART

CITY: .....YOUNGSTOWN, OHIO
MARKET: .....34th IN U.S.A.
DAYS: .....MONDAY-FRIDAY
TIME: .....11 A.M. to 7P.M.
QUARTER HOURS: 160
SOURCE: .....A.R.B. MAY '57

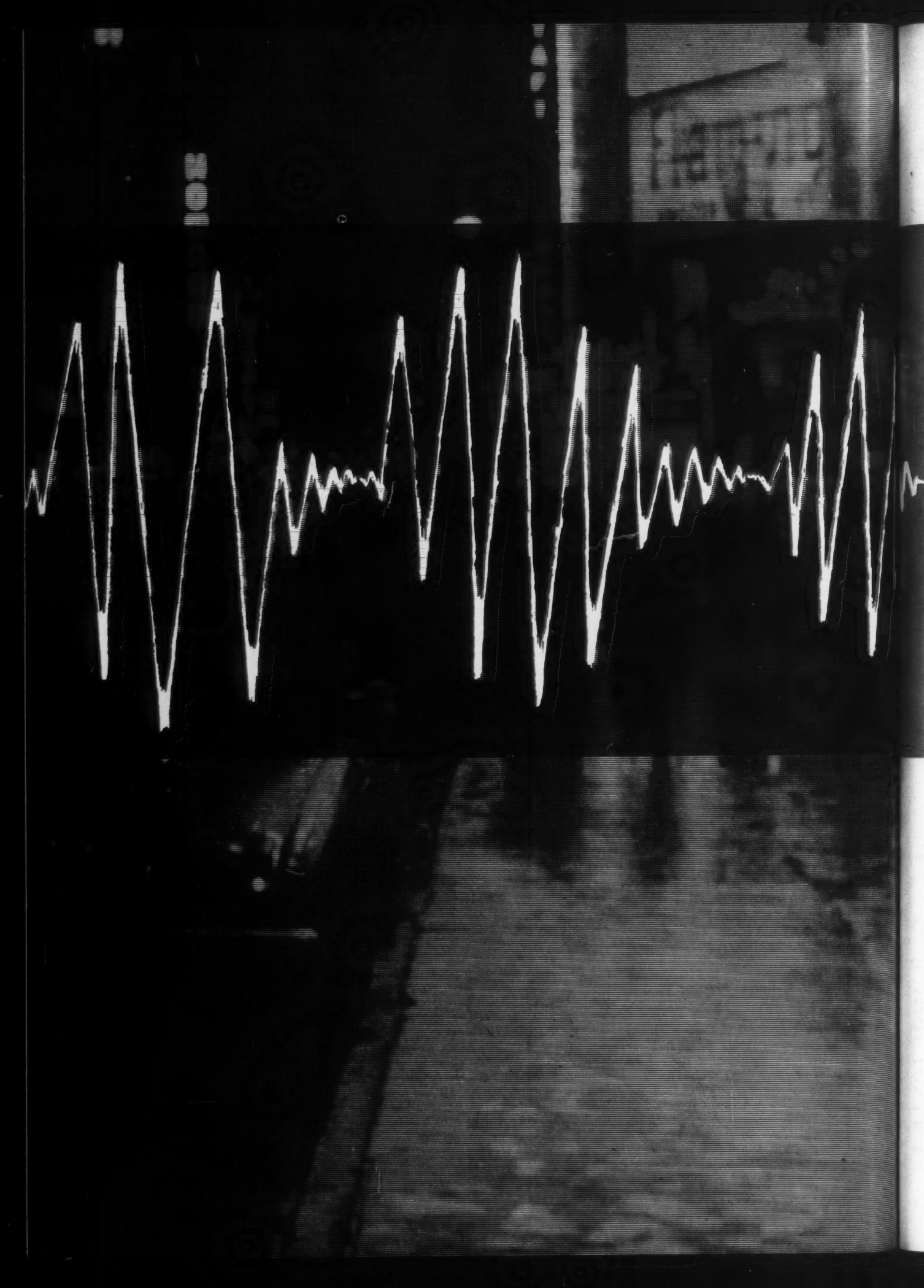
RESULTS

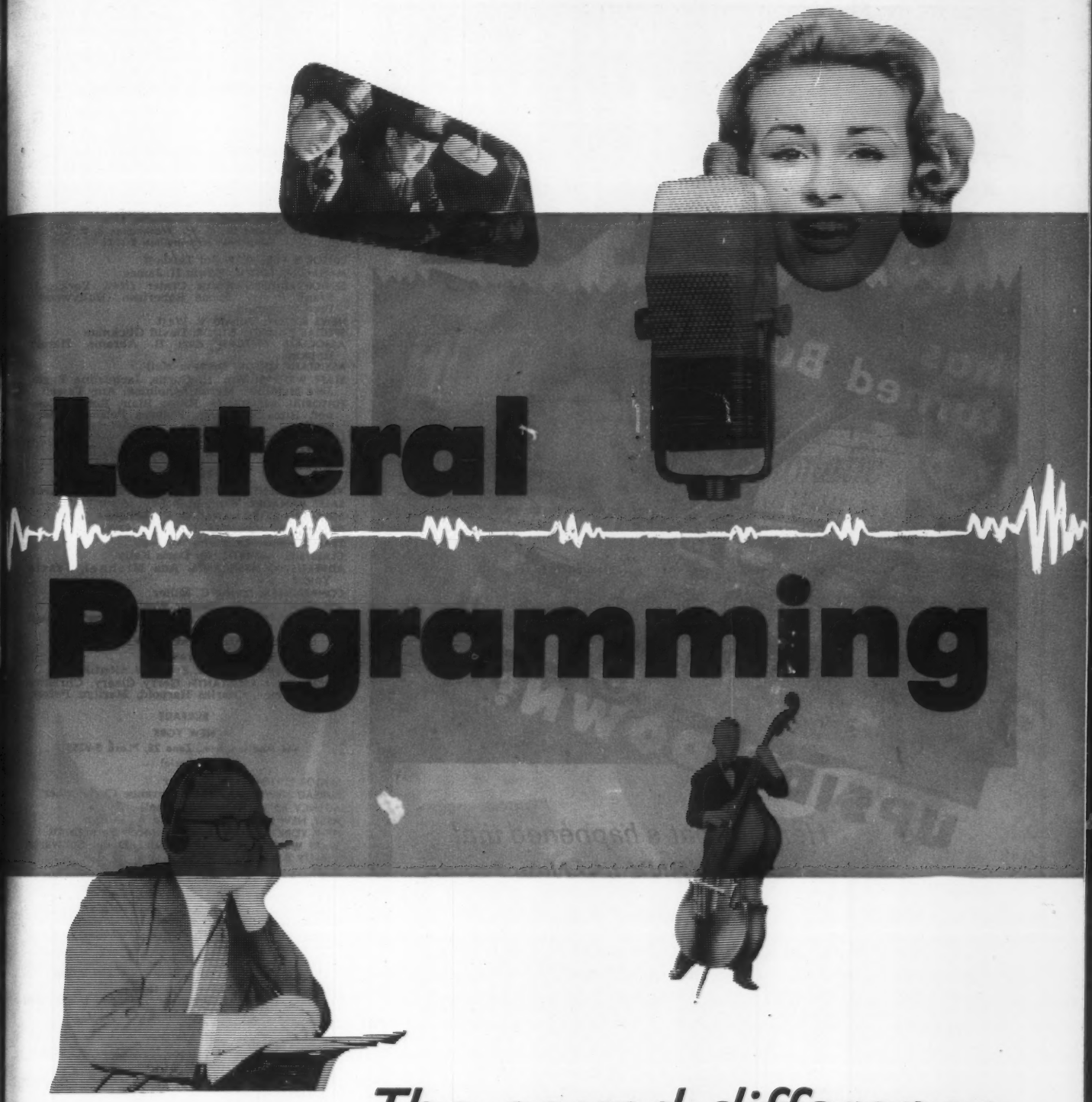
1st Place . . . WFMJ-TV . . .133
2nd PLACE . . . STATION "B" . . . 21
TIES . . . BOTH 6

CONCLUSION

TO SELL YOUR PRODUCTS IN YOUNGSTOWN, OHIO'S 3rd MARKET, YOUR BEST TELEVISION BUY BETWEEN 11 A.M. AND 7 P.M. IS THE N.B.C. STATION **WFMJ-TV.** STRONG NET PLUS STRONG LOCAL PROGRAMS EQUALS SALES.

WISE TIME-BUYERS WILL PLACE THEIR SPOT SCHEDULE ON **WFMJ-TV.** CALL HEADLEY-REED OR MITCH STANLEY, STATION MANAGER, FOR AVAILABILITIES.





Lateral Programming

The sound difference in nighttime radio...

WESTINGHOUSE BROADCASTING COMPANY, INC.

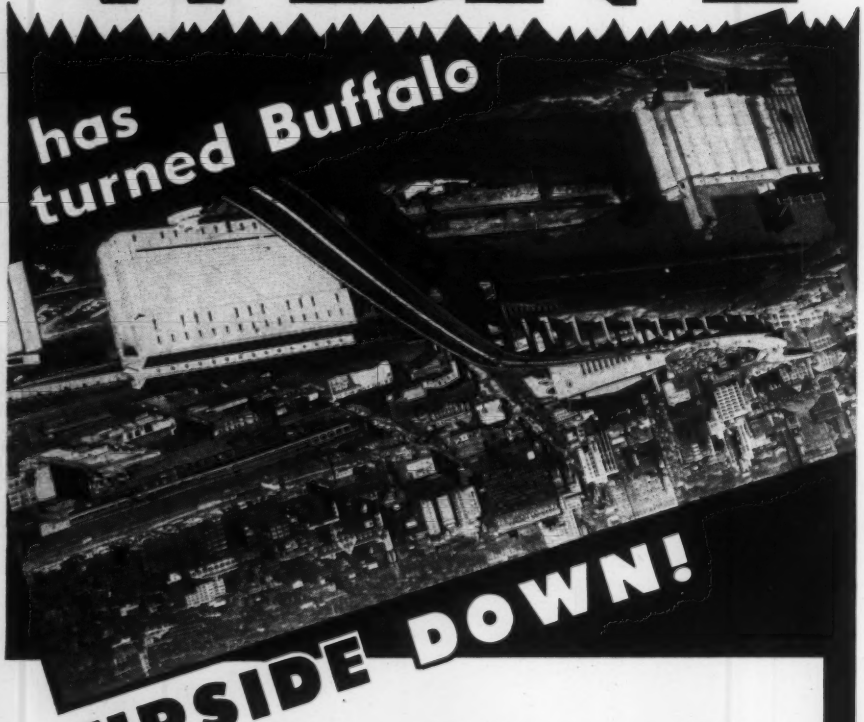
RADIO: BOSTON, WBZ + WBZA • PITTSBURGH, KDKA • CLEVELAND, KYW • FORT WAYNE, WOWO • CHICAGO, WIND • PORTLAND, KEX
TELEVISION: BOSTON, WBZ-TV • PITTSBURGH, KDKA-TV • CLEVELAND, KYW-TV • SAN FRANCISCO, KPIX
WIND represented by A M Radio Sales. • KPIX represented by The Katz Agency, Inc. • All other WBC stations represented by Peters, Griffin, Woodward, Inc

IN TWO SHORT WEEKS

THE NEW, ALL NEW

WBNY

has turned Buffalo



UPSIDE DOWN!

Here's what's happened that has made WBNY the New Leader in Buffalo Radio:

ALIVE NEW PROGRAMMING

Bright, fast-moving, new "sound-conditioned" programming from 6 A.M. 'til Midnight designed to capture the biggest audiences in Buffalo's radio history.

INSTANTANEOUS NATION-WIDE NEWS REPORTS

WBNY has always been known to be Buffalo's *first* news station, but now we've outdone ourselves. A new nation-wide hook-up with other top stations in all major cities will be bringing news to Buffalo listeners almost before it happens!

TOP-RATED NEW D.J.'s

After extensive searching, we've come up with a truly great array of D.J. talent brought in from some of the best stations in the country.

NEW STUDIO FACILITIES

Completely modernized new studio and control room, extra turntables, new tape machines, new special effects equipment make this the most up-to-date facility in the area.

New National Representatives!

effective July 16, 1957

JACK MASLA & CO., INC.

Get all the details — Call Jack NOW!

WBNY

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*Reg. U. S. Patent Office

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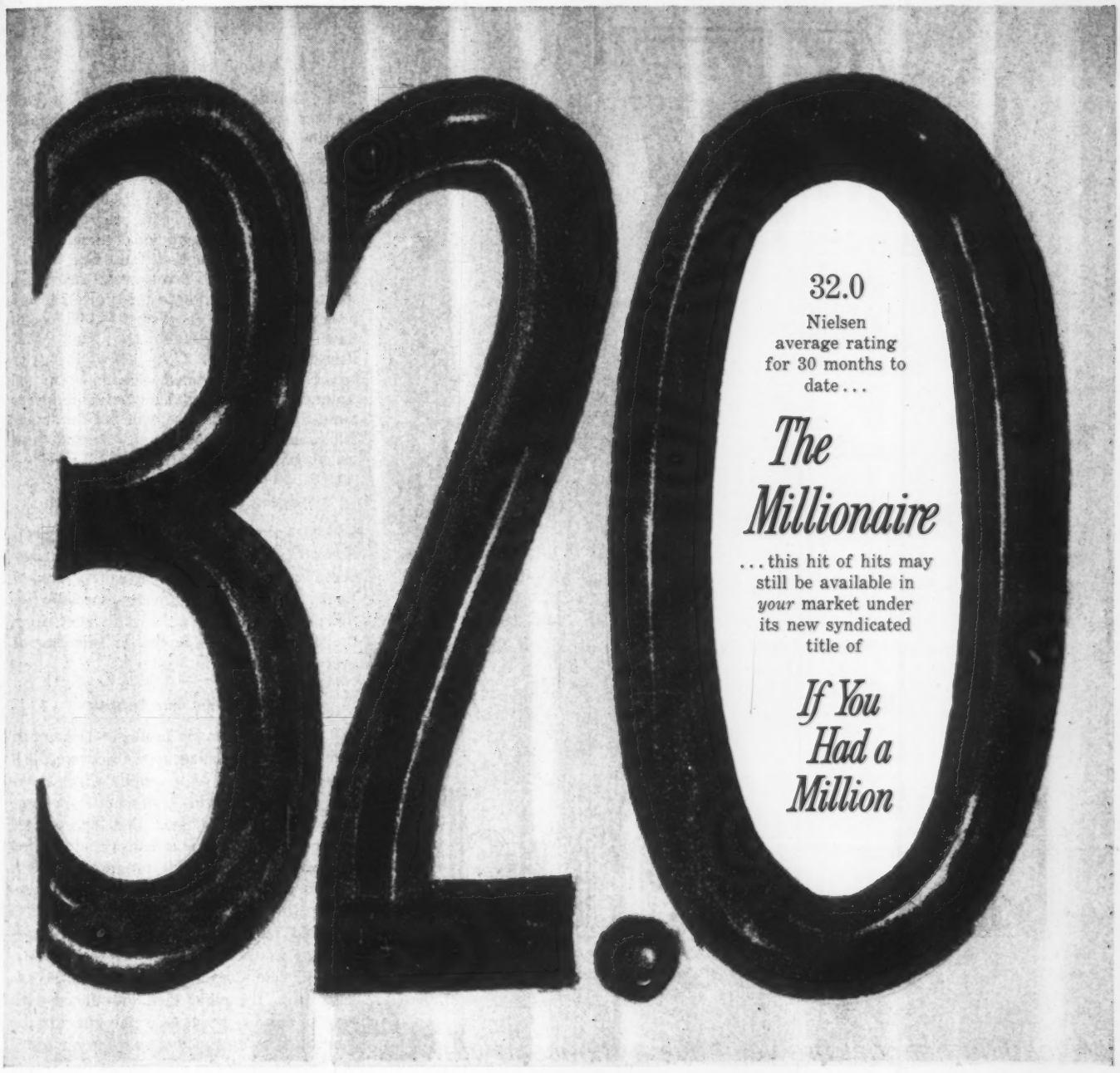


If You Had a Million

...has tripled its sponsor list in a few short weeks!...

is the only new syndicated availability with a rating record in the "golden 30's"...

has beaten its nearest competitor for 30 months on the network, with an average 33% bigger audience!...

in recently released Nielsen roundup for 1956, it ranked No. 1 among all dramatic series (as THE MILLIONAIRE)!

There is no mystery about why this program has been "top 10" for so long – Suppose someone handed *you* a million dollars!...

39 ultra-dramatic half hours on film immediately available thru your MCA TV Film Syndication representative

mca tv

598 Madison Avenue, New York 22, N. Y. (Plaza 9-7500)
and principal cities everywhere

47¢

per thousand*

A leading national brewer buys a thousand viewers for just 47c on KCRG-TV. (Sure we'll tell you who.)

KCRG-TV

Channel 9—Cedar Rapids—Waterloo, Iowa

ABC-TV for Eastern Iowa

The Cedar Rapids Gazette Station

REPRESENTED NATIONALLY BY WEED TELEVISION.

***Based on February ARB Survey.**

IN PUBLIC INTEREST

Ghana to Get Library

THE Rancho Park Optimist Club of Los Angeles sponsored a campaign for books to help establish the first public library in Ghana, the world's newest nation. In an effort to aid the proceedings, KFI Los Angeles' Ben Hunter invited listeners of his *The Other Side of the Day* program (midnight-5:30 a.m.) to send books to the Beverly Hills National Bank & Trust Co., whose president, Robert S. Beasley, had dedicated space and organization to the project. It has been reported that more than 4,000 books have been delivered to the bank. Mr. Beasley comments: "We know that the broad and unrestricted dissemination of American writings and democratic literature, more than anything else, will put the indelible stamp of 'deliberate lie' on the false teachings of Communism. . . ."

Station Sends Shut-ins Candy

KSUM Fairmont, Minn., with the cooperation of a local card and gift shop, "remembered" almost 500 shut-ins with a box of Fanny Farmer candy (made especially for the promotion) and a "cover" letter from the station wishing the shut-in "the best of everything."

WTIK Bats For League

AT a Carolina League professional baseball game, the park management discovered that the record player of its public address system was not operating. A special pre-game show had been planned that necessitated background music for a dancer and a baton twirler. Wally Ausley, program director, WTIK Durham, rushed the necessary records to the studios of WTIK, and placed a portable radio, tuned to the WTIK frequency, in the public address booth. Mr. Ausley, who does the play-by-play broadcasts from the park, then introduced each act on the air, which was the cue for the control room engineer to spin the appropriate record. With the PA mike placed before the radio at the proper time, the spectators never realized the music they were hearing had first been broadcast.

P&G Pays For Fund-Drive Film

PROCTER & GAMBLE Co., Cincinnati, as a public service, is assuming the production costs of a 15-minute film to be used by the Community Chest and United Fund drives throughout the country this year. The film, titled "The Quiet Crowd," is for use in all communities and covers services rendered in all cities. It will be made available for showing on television and before civic groups and other organizations. O. M. Gale, public relations manager of P & G, said the company hopes this move will serve as a precedent to persuade another company to undertake the production costs of the Community Chest campaign next year. The film will be distributed through United Community Funds & Councils, New York.

HOW DO YOU BUY TIME?

There's been a lot of talk lately about the pros and cons of various time-buying techniques, but we can't get excited. For, whether a station is selected by slide rule, or rule of thumb, one TV station in Shreveport keeps popping up as *first choice*. That station is KSLA-TV.

And let the facts come out of an electronic computer or someone's hip-pocket, they add up to the same thing. KSLA-TV is the Shreveport TV station which . . .

. . . always *dominates* the *audience*
. . . operates *full-power* with a *clean, clear* picture
. . . is a BASIC affiliate of the *No. 1 Network*
. . . promotes *consistently*
. . . programs *imaginatively*
. . . and, carries *TWICE* as much national spot.

No wonder the method that suits the timebuyer best, suits us just fine too!

KSLA-TV

channel **12**

BASIC CBS TELEVISION NETWORK

in Shreveport, Louisiana

PAUL H. RAYMER CO., INC.
National Representatives

Ben Beckham, Jr., General Manager
Winston B. Linam, Station Manager
Deane R. Flett, Sales Manager

Are you getting your share of the fabulous S. Florida market?

. . . where your advertising results in the lowest cost per sales.

1

* The average Greater Miamian spends more at retail than the average consumer in any other of the nation's major markets.

2

* In dollar volume the Miami area advanced from 25th to 21st place among the 44 major areas, displacing Denver, Atlanta, Indianapolis & Providence

3

* Since World War II retail dollar volume in Dade County has increased 70% to top 43 other major U.S. markets in rate of growth.

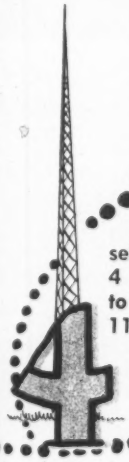
CBS TELEVISION NETWORK

BASIC AFFILIATE

We're biased, of course, toward WTVJ. The May ARB report shows that WTVJ leads in 70.3% of the total quarter-hour rating firsts. This reflects the complete community acceptance which WTVJ has gained during the past 8½ years in telecasting to the entire 15-county South Florida area.

* U. S. Chamber of Commerce, June 1957.

WHEN YOU KNOW THE FACTS, YOU MUST CONSIDER MIAMI IN YOUR SCHEDULE.

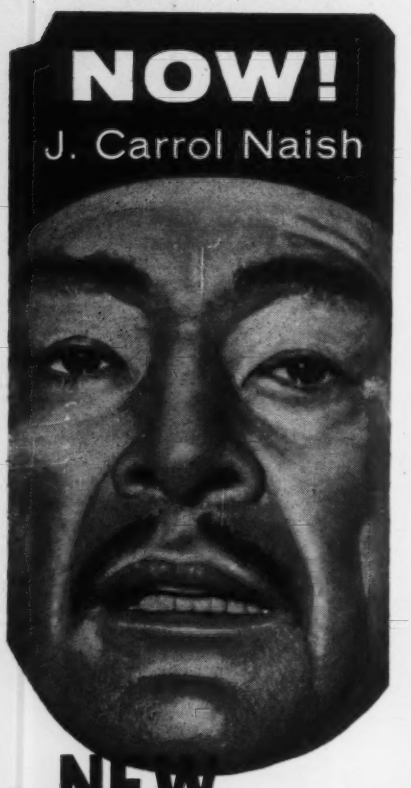


Greater Miami has top-notch media facilities to sell your product . . .
4 outstanding TV stations (welcome to Miami's newest, WPST-TV)
11 good radio stations and
3 great daily newspapers

Get all your market data from your Peters, Griffin, Woodward Colonel. You'll find you cannot afford to overlook fabulous South Florida!

FLORIDA'S FIRST TELEVISION STATION

WTVJ Channel 4 MIAMI



The NEW adventures of
CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

THE BIG MOMENT

NBC-TV neatly block-programmed its late evening viewing hours by spotting this 30-minute show in front of the regular Friday night boxing bouts. In addition to holding its own, *Big Moment* should present the fight program with a nice carryover audience.

As for the *Big Moment* itself, it's made up of the more exciting sports episodes as caught on film during the past 37 years. Practically all—such as Bobby Thomson's climatic homer to win the National League pennant for the 1951 Giants and the 1938 Seabiscuit-War Admiral match race—have been shown countless times before. Perhaps sports fans are a clan almost unto themselves in condoning such repeat fare.

Sportscaster Bud Palmer hosts the program. His extensive background, plus the happy penchant of not falling into the frothing excited manner of so many other fellow sportscasters, makes him a wise choice.

The *Big Moment* is a summer replacement for the *Big Story*. Evidently television, with its avocation for the word "big," is disdaining Hollywood superlatives. This is further reflected in *The Big Record* and *The Big Beat*, other network offerings.

Production costs: About $15,000.
Sponsored by American Tobacco Co., through Sullivan, Stauffer, Colwell & Bayles, and Ralston Purina Co., through Gardner Adv. Co., on NBC-TV, Fri., July 5, 9:30-10 p.m. EDT.
Producer: Metrotone News.
Distributor: Sterling Television Co.
Written & Directed by: Harry Robert, Saul Turell.
Editor: Jerry Forman.

HIGH-LOW

BARRY & ENRIGHT, which conceived *Twenty One* and *Tic-Tac-Dough* during the past season with considerable success, has unfolded its newest quiz, *High-Low*.

Since the straight question-and-answer format has long since become too bland for television, this show offers the soundproof booth, contestant *vs.* panel competition and a gimmick that puts the contestant in the position of the poker player who must elect whether to go for high or low.

The contestant is allocated $500 to start. He is put in an isolation booth while the outline of a question is presented to a panel of three known personalities. The questions always have multiple answers. Next, each of the panelists estimates how many answers he can give. The contestant is told the high and low estimates and can elect to try to match the high (with the $500 tripled if successful) or low (with the $500 doubled). Should the contestant fail, he retires with 10% of his money.

Furthermore, the panelist must give the number of answers he originally stipulated. If he fails and the contestant can top that number there is a bonus of $1,000 per answer. The contestant is allowed to pile up his earnings for five weeks. Then he can bank his winnings and start all over again.

While this show doesn't seem to measure up to the other B&E brainstorms, it nevertheless will appeal to the quiz addicts. Panelists such as Burl Ives, John Van Doren and Pat Medina offer post-question discussions that help to spice up proceedings.

Production costs: Approximately $20,000.
Sponsored by The Ford Motor Co., through J. Walter Thompson, on NBC-TV, Thurs., July 4, 9:30-10 p. m. EDT.
Producer: Al Friedman.
Director: Charles S. Dubin.
Executive Producer: Robert Noah.
Host: Jack Barry.
Panelists: John Van Doren, Burl Ives, Patricia Medina and others.

BOOKS

COPYRIGHT AND PERFORMING RIGHTS by W. J. Leaper; 231 pp.; Stevens & Sons Ltd., London, 25 shillings.

INTENDED as a practical guide on the copyright and performing rights, this new book deals with the British Copyright Act of 1956, which came into force on June 1, 1957. The new Act, which provides protection for literary, dramatic, musical and artistic works, sound recordings, cinematograph films, tv and sound broadcasts, is dealt with in a manner that is both concise and readable.

ORSN

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Color schedule cancelled for summer.

NBC-TV

July 15-19, 22-24 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

July 15-19, 22-24 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

July 15, 22 (9:30-10 p.m.) *Arthur Murray Party,* Bristol-Myers through Young & Rubicam.

July 17, 24 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

July 18 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

July 20 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors.

July 21 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross.

WORKING PARTNERS

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

RADIO H-R TELEVISION
TELEVISION INC.
REPRESENTATIVES, INC.

We have been told that one of the reasons we receive the *stamp of approval* from the stations we represent, is because of the personalized *special handling* we give each selling job. And we can do this because each of the partners who head up this firm is a Working Partner and the H-R staff is made up of sales seasoned, long experienced men. Thus, when we are called upon to *deliver* selling facts that will *register* in favor of our stations, we are staffed so that we can "always send a man to do a man's job."

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif
YUkon 2-5837

416 Rio Grande Bldg.
Dallas, Texas
Riverside 2-5148

101 Marietta Street
Bldg.
Atlanta, Georgia
JAckson 3-7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

910 Royal Street
Canal 3917
New Orleans, La

529 Pan American Bank
Bldg
Miami, Florida
FRanklin 3-7753

CASE HISTORY — SUPERMARKETS

Thrifty Scot Plus Mermaid = 100% Sales Boost!

TWO TRADE CHARACTERS familiar to all Southern Californians married up in June 1955, when McDaniel's Supermarkets' Thrifty Scot and the KBIG mermaid made big news with a 3000-spot radio contract.

THE PAIR RENEWED their vows in June 1956. During that first year, McDaniel's sales in Greater Los Angeles skyrocketed over 100%, to the highest peak in their 34-year history . . . with **no change** in the previous television-advertising format except the addition of KBIG!

DURING THE SECOND YEAR of the relationship, ending June 1957, grosses in the nine McDaniel's stores piled up another 90% increase, again with no other change in advertising. "KBIG can take a bow for a substantial share of the credit for this performance," says Albert L. Wolins, McDaniel's general manager.

WRITES JIMMY FRITZ, PRESIDENT Jimmy Fritz & Associates advertising agency, Hollywood: "The greatest tribute we can pay KBIG is the enclosed saturation renewal for a third year, and the addition of other radio to supplement your strong foundation."

MARRY YOUR PRODUCT to the **KBIG** mermaid . . . then count the sales progeny!

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Frederick Stoddard Houwink

FRED HOUWINK, general manager of WMAL-AM-FM-TV Washington, first learned about radio and tv as an outsider who had a better chance to know what was happening on the inside than most broadcast executives. He had this unusual opportunity as an associate of Booz, Allen & Hamilton, making detailed studies and projections of broadcast properties over a seven-year period.

Tomorrow (Tuesday) he will preside at the Los Angeles meeting of the ABC Tv Affiliates Assn., having been chairman since it was formed in April 1956.

Mr. Houwink's first major broadcast study was at NBC, where the firm was asked to take a look at radio's potential in the face of television, and vice versa. That was in 1948, and he took part in a similar project a year later, visiting NBC's owned-operated stations as well as major affiliates and many advertising agencies.

Later he took part in two studies for a major independent broadcast organization, Storer Broadcasting Co., inspecting the properties as tv was taking hold and making policy recommendations and projections. Then in 1954 he headed the BA&H team that conducted a detailed analysis of the WMAL properties.

After submitting a 10-point program calling for a revamping of the stations, he was offered the job of general manager by the stations' board of directors but felt the idea made no sense, inasmuch as he had never run a radio or tv station. He quickly turned it down. At that point he hit the road in search of a manager, having several industry figures in mind. In his absence the board met again, decided Mr. Houwink was the man for the job, and he finally agreed to accept it after being told it would take anybody else at least six months to learn as much about the properties as he knew after directing the operations study.

That's how Fred Houwink got into radio-tv management. He's still at WMAL-AM-FM-TV, with these results to show: Television is solidly in the black, making more money per month than the station was losing when he took over management, and radio profits have been doubled.

Although so-called "efficiency experts" are often deemed house-cleaners, Mr. Houwink removed only one WMAL staff executive. He took the organization he had inherited, set up cost accounting and department budget systems and began a period of program experimentation. Regular and frequent executive meetings are held.

THIRTY YEARS of marketing, distribution, advertising and management experience had taught him that the stick is faster than the pencil, accounting for the well-worn slide-rule he keeps in a handy spot. "I can assess the gamble on a business expenditure and figure the chances a project will succeed," he said.

At WMAL-AM-FM-TV Mr. Houwink quickly cut down operating hours, opening at 2:30 p.m. (now 12:30 p.m.) instead of 8:30 a.m. He found the early hours cluttered with extra-old, oft-run movies and meaningless live shows and noted they were notably non-commercial. With the same program budget, new, palatable film and local shows soon became popular.

Sophisticated Washington smirked as a dinnertime country music strip was added, plus a Saturday night festival in an arena. The idea was more successful than expected, with Jimmy Dean's troupe snatched for a CBS-TV network morning strip and recently moving up to a Saturday night spot. The country theme was restrained, using numerous pop tunes with guitarry arrangements. Another WMAL-TV innovation was a bowling setup right in the studios, with sponsored matches.

Radio is doing well, too. Mr. Houwink feels broadcasters are again giving the medium their attention, after turning their backs on it during tv's early years.

Fred Houwink was born Feb. 25, 1905, in St. Louis. His last two years in high school he worked as an office boy for Shell Oil Co. Offered a fulltime job, he kept up his education at Washington U. night school there. At Shell he moved through real estate and other assignments in the marketing division, going to Chicago in 1930 as assistant sales manager for several states and on to Detroit as regional fuel oil sales manager. New York headquarters was next. In moving along with the Shell organization he ran the gamut of marketing, distribution and advertising functions. In World War II he had an important Washington post with the Petroleum Industry War Council. After the war he returned to Shell, but soon joined BA&H.

He married the former Dorothy Stevens, of St. Louis. They have two daughters, Mary Caroline, 21, and Johanna, 14. He is too busy to join a country club but is active in civic and business groups as well as the Episcopal church. He is secretary-treasurer of the Maryland-D. C. Radio & Tv Broadcasters Assn.

KNORR

WKMH Dearborn—Detroit

WKMF Flint, Mich.

WKHM Jackson, Mich.
Jackson Broadcasting & Television Corp.

WSAM Saginaw, Mich.

WELL Battle Creek, Mich.

want MORE
for your advertising dollar?
want MORE
of the mighty Michigan market?
GET MORE
BUY WKMH

Now, WKMH offers more—delivers more! This key station of the Knorr network gives you the greatest audience AND the lowest cost per thousand listeners at all hours* of ALL stations in the Detroit area—an area that accounts for 57% of Michigan's total retail sales. Get YOUR share of this ten billion dollar market. This time . . . every time . . . take time on WKMH!

*6 a.m. to 6 p.m.

SAVE UP TO 15%
BY USING 2 OR MORE KNORR STATIONS
BUY 4 OR 5 STATIONS . . . SAVE 15%
BUY ANY 3 STATIONS . . . SAVE 10%
BUY ANY 2 STATIONS . . . SAVE 5%

KNORR BROADCASTING CORP. FRED A. KNORR, PRES.
REPRESENTED BY HEADLEY-REED

OVALTINE
LESTOIL
STERLING DRUG
BEECHNUT BABY FOODS
AVON COSMETICS
CONTINENTAL BAKING
BROWN & WILLIAMSON
AMERICAN HOME PRODUCTS
BRYLCREEM
AMERICAN TOBACCO CO.
NESTLE CO.
PHILLIP MORRIS
COLGATE
NORGE CO.
M & M CANDY
PROCTOR & GAMBLE
GROCERY STORE PRODUCTS
WRIGLEY GUM
AMERICAN CHICLE
MINUTE MAID
CARTER PRODUCTS
HAZEL BISHOP
BUITONI CO.
ROBERT HALL
QUAKER OATS
COCOA MARSH

ring any bell in Boston and raise an a.a.p. sponsor

A most impressive directory, and every name a major advertiser on WBZ-TV's "Boston Movietime," showing Warner Bros. features.

More and more of today's most important national and regional advertisers are finding Warner Bros. features the way to higher ratings and greater sales. This list does not include all the sponsors . . . and, of course, it covers only one station. The same story is being repeated coast to coast: New York, Buffalo, Miami, Chicago, Milwaukee, Columbus, Cincinnati, St. Louis, Kansas City, Wichita, Oklahoma City, Dallas-Ft. Worth, Tulsa, Denver, Salt Lake City, Spokane, Seattle, Portland, San Francisco, Los Angeles, San Diego and in many more cities.

The same kind of "blue chip" advertiser will be buying in Baltimore, Washington, D.C., Minneapolis, New Orleans and other recently opened A.A.P. markets. For programming appeal and sales power, hop aboard the Warner Bros. bandwagon. Get full details today. Call or wire

a.a.p. inc.

Distributors for Associated Artists Productions Corp.
345 Madison Ave., MUrray Hill 6-2323 NEW YORK
75 E. Wacker Dr., DEarborn 2-2030 CHICAGO
1511 Bryan St., RIverside 7-8553 DALLAS
9110 Sunset Blvd., CRestview 6-5886 LOS ANGELES

On KTHV, they will!

WITH 316,000 watts on Channel 11 and with the tallest antenna in the Central South (1756′ above average terrain!), KTHV *gets regular viewing response* from most of Arkansas — 62 counties to be exact!

Take a good look at the mail map above. Notice that KTHV penetrates to all six surrounding states — and actually pulls mail from viewers in Mississippi, Missouri, Oklahoma and Texas.

Ask your Branham man for all the *big* KTHV facts.

CBS **KTHV** **Channel 11**
LITTLE ROCK
316,000 Watts

Henry Clay, *Executive Vice President* B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK, ARKANSAS DEMOCRAT, LITTLE ROCK, AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 53, No. 3 JULY 15, 1957

MBS MAY PULL THE PLUG THIS WEEK

- **Its advertisers have been warned network's future is shaky**
- **RKO Teleradio talks sale of MBS but not of owned stations**
- **Pared overhead and revised format fail to overcome losses**

AFTER nearly 23 years of operation, the Mutual Broadcasting System may go out of business this week.

The network's accounts will be advised this week whether Mutual, one of the four major radio chains, will discontinue operations. Last week the network's principal advertisers were advised that the future of the network was uncertain.

Under consideration by Mutual's top management were three courses of action: (1) to sell the network operation, (2) to close the network, (3) to continue it on reduced schedules.

Discussions with several prospective purchasers were to be held last weekend by Thomas F. O'Neil, Mutual chairman and president of RKO Teleradio Pictures Inc. which, through its General Teleradio Div., owns Mutual and these stations: WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis. General Teleradio also has bought WGMS-AM-FM Washington, but FCC approval of the purchase has been tied up in litigation.

RKO Teleradio Pictures is itself a wholly owned subsidiary of General Tire & Rubber Co.

It was understood that Mr. O'Neil was not intending to sell the General Teleradio stations. Only the Mutual network operation, including the name, goodwill and contracts with affiliates, was involved in the sale discussions.

General Teleradio also owns the Don Lee Network in the West and the Yankee Network in New England. These profitable operations, it was understood, will also be retained.

None of the interested purchasers of Mutual was identified, but it was learned that they included a Chicago and New York businessman, a New England businessman and a New York syndicate. At least one of the parties was said to have talked about converting Mutual into a sports network.

In advance of his planned discussions with prospective purchasers, Mr. O'Neil held prolonged conferences last week with key lieutenants including John B. Poor, MBS president, and with station managers called in from the field.

Mr. Poor, it was learned, sounded out executives of the American Broadcasting Network on the prospect of shifting Mutual accounts to ABN if Mutual folded. ABN indicated no interest, it was said. So far as is known, Mutual did not similarly approach other networks. A substantial amount of Mutual's current business is sponsored religion.

Mutual now has nearly 500 affiliates, still the largest number tied to any radio network. At its peak, Mutual was affiliated with more than 570 stations.

The network has undergone severe readjustments in the past few years.

Repeated reductions in overhead have left the network with a staff of about 50. (Others on the payrolls of General Teleradio stations participate in network operations.) At its peak the network had a full-time staff of some 350.

Despite reduced overhead the network last year lost $400,000, B•T learned. Total sales in 1956 were $6 million.

Mutual operations during 1957 have departed from the normal operating patterns of broadcast hookups, a familiar Mutual trait. Starting with an affiliate committee meeting in early February, the network has been working out details of a format built around five-minute newscasts on the half-hour, mystery strips, music and commentaries.

President Poor explained the idea to affiliates during the NARTB convention in April and the format went into operation June 2. As recently as mid-June MBS executives were predicting the newscasts would soon be sold out and the network's owner, General Tire & Rubber Co., was complaining it couldn't get desired time for a sports series under General sponsorship.

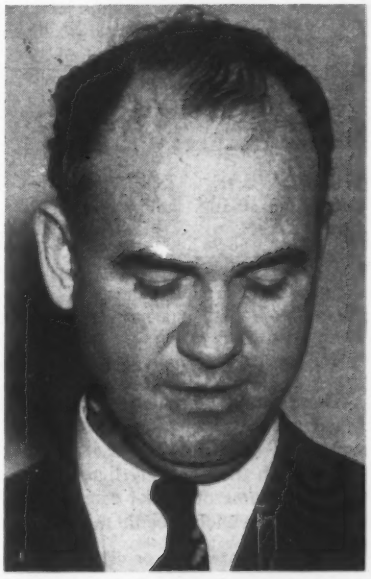
The price schedule for the newscasts was built around a $750 charge for a five-minute program at prime time [B•T, June 24]. All appeared rosy on the surface but there were back-stage hints of trouble despite the announcement that nearly 400 affiliates had signed contracts for the new format.

The 23-year Mutual history has been marked by many networking precedents plus quite a few dramatic gestures that enlivened industry circles.

The network was founded in September 1934 as Radio Quality Group, including WOR New York, WLW Cincinnati, WGN Chicago and WXYZ Detroit. The name was changed after a few days to Mutual Broadcasting System. W. E. Macfarlane of WGN, first president, called it "a truly mutual agreement between a group of independently owned stations." Sponsors became interested at the chance to buy four big markets reached by four powerful stations. First to sign up were Horlick's Malted Milk Corp., Thomas Leeming & Co., Wasey Products and Pure Oil Co.

Exchange of sustaining programs was instituted and soon the four-station project began to expand. WBAL Baltimore, WCAE Pittsburgh and WFIL Philadelphia were added, along with three regionals, Colonial Network in New England and Iowa and Central States Networks. By the end of 1936

HIS DECISION



THOMAS F. O'NEIL last week was confronted with a decision no businessman would choose to face. As chief executive officer of RKO Teleradio Pictures Inc., he had to make up his mind whether to sell, kill or drastically overhaul an ailing subsidiary, the Mutual Broadcasting System.

Don Lee, major Pacific Coast regional, had been added and Mutual was transcontinental in scope with 38 affiliates. The number was doubled in 1938 as Texas State Network joined and by 1940 there were 145 affiliates.

Time sales increased from $1.9 million in 1936 to $4.7 million in 1940. The first World Series baseball coverage, a 1935 event shared with other networks, blossomed into an exclusive in 1939. Fred Weber was operations manager and a sales staff interested many advertisers in a novel idea—co-op sponsorship.

WLW jolted the network in 1939 when it refused to carry the World Series under Gillette sponsorship on the ground this would be unfair to its regular advertisers. Mutual refused to feed WLW's sister station in Cincinnati, WSAI, instead giving the series to WKRC. Within a few months WKRC became an affiliate and one of seven stockholding organizations. Other stockholders were WOR, WGN, Don Lee, WAAB Boston and Colonial, CKLW Detroit-Windsor and United Broadcasting Corp. (WHK Cleveland).

A full-volume network discount plan was introduced in February 1940, with discounts up to 50% for advertising using the basic network for 52 weeks.

Mutual startled the industry that year by quickly signing a new ASCAP contract following the Dept. of Justice consent decree. National Assn. of Broadcasters was irked with Mutual and three important Mutual units—WOR, WGN and Don Lee—in turn were irked with the association and resigned.

New stockholders added in 1941 were WFBR Baltimore, WIP Philadelphia and WCAE. Gross billings that year reached $7.3 million. As the nation entered World War II, Mutual was first to put a war-cancellation privilege in network contracts. Miller McClintock, Advertising Council director, became the first paid president of the network. Station contracts were revamped to look more like those of other nationwide networks.

General Tire & Rubber Co., present network owner, bought the stock of Colonial and the sister Yankee Network in 1943. This put General in radio in a big way. The MBS gross billings continued to increase during the war, reaching $19.5 million in 1944. After the death of Mr. Macfarlane that year, Edgar Kobak, Blue Network executive vice president, became Mutual president. Robert D. Swezey, of the Blue, joined him as vice president-general manager. Major program features were added and A. A. Schechter, back from the war, became director of news and special events.

Billings topped $20 million in 1945 as the network's rolls included 325 affiliates. New clients included Procter & Gamble, Miles, Coca-Cola and General Foods. The total rose to $25 million in 1946. Alfred J. McCosker of WOR, board chairman since formation of the network, retired in 1947 and was succeeded by Lewis Allen Weiss, Don Lee vice president and Mutual vice chairman.

Affiliations passed the 400 mark in 1947 and another 100 joined the next year. Other networks were getting active in television but Mutual confined its video role to activity of stockholder stations. Frank K. White, Columbia Records president and former CBS executive, succeeded Mr. Kobak as president in May 1949. Theodore C. Streibert, of WOR, became board chairman. Thomas F. O'Neil, Yankee president, was named Mutual vice chairman.

In 1949 Gillette and Mutual obtained a renewed seven-year radio exclusive on the World Series for $1 million. The Mutual trade character "Mr. Plus" was introduced and the licensee of WOR-AM-TV was renamed General Teleradio. General Tire bought control of Don Lee for $12.3 million, doubling its network stock interest to 38%. Television was leaving its impact as billings dropped 20% in 1949 and another 10% in 1950. Advertiser pressure forced Mutual and other networks to cut evening rates.

Don Lee and Yankee were merged with WOR properties into a single company owned 90% by General Tire and 10% by R. H. Macy & Co. in 1951. Mr. O'Neil became chairman and president of Mutual in April, 1951. He announced that the network would continue predominantly as a large number of relatively small stations, mostly in non-metropolitan markets. Mutual and WOR operating personnel were merged.

General Teleradio started buying major tv programs such as *Gangbusters*, investing large sums for major film features. A plan to sell more participations in network programs was offered affiliates at the NARTB May convention in 1954 and by autumn the network reported 85% of affiliates had accepted the idea. When the 20th anniversary was celebrated in September 1954 there were 572 affiliates.

General Teleradio bought RKO Radio Pictures film and studio properties in July 1955 for $25 million, one of the major deals of entertainment history. The purchase from Howard Hughes put General Tire into Hollywood's big five.

An interesting move in 1955 developed when the network set up a single rate for day and night hours, with a single discount table. A belt-tightening move in October, involving a 25% personnel cut, was described as freeing more money for programming. In November General Teleradio and RKO Radio Pictures were merged as RKO Teleradio Pictures. General Tire bought Macy's 10% Teleradio interest to become sole owner.

Another precedent-maker was an action in February 1956 when Mutual guaranteed circulation to advertisers on the basis of Nielsen ratings. WGMS Washington was bought in the spring, a purchase that still is involved in FCC maneuverings. Mr. Poor was named president in April. During the past winter the new news-music-mystery strip concept was developed, culminating with naming of Robert F. Hurleigh, director of MBS Washington operations, as national news director. Network news headquarters were moved to Washington.

WBBF QUITS MUTUAL

MUTUAL's Rochester, N. Y., affiliate, WBBF, announced last week it was going independent. The station said it had advised the network it would not renew its affiliation contract which expires Sept. 28.

The station explained it would turn to independent operation "to serve the Rochester public with more and better local programs."

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,818,000 people in the U. S. over 12 years of age during the week June 30-July 6. This is how they spent their time:*

56.1%	(68,967,000) spent	1,391.8 million hours	WATCHING TELEVISION
58.0%	(71,335,000) spent	1,040.1 million hours	LISTENING TO RADIO
80.4%	(98,863,000) spent	380.6 million hours	READING NEWSPAPERS
28.7%	(35,323,000) spent	148.4 million hours	READING MAGAZINES
22.6%	(27,790,000) spent	350.2 million hours	WATCHING MOVIES ON TV
42.3%	(52,006,000) spent	218.4 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

RADIO AUDIENCE OVERTAKES TV

CLIMAXING a month-long contest in which radio audience figures drew evernearer to television's, the aural medium passed its rival in the June 30-July 6 Sindlinger report (see above; also see CLOSED CIRCUIT, July 8, 1). Hours spent with tv still outnumbered radio hours, however. Automobile audience accounted for 37.8% of radio listening in that period.

BARTER BECOMES VOGUE IN LIVE TV

- **Television Clearing House operations explained**
- **Manufacturers with slow-moving items get time**

MAN's oldest system of doing business—by barter—which during the past year has become so popular in the television film field, appears to be gaining a foothold in the live tv field as well. At least Television Clearing House Inc., New York, thinks so and finds the system so profitable its principals plan to expand operations into new and broader fields.

TCH for 16 months has been acting as middleman between manufacturers with overloaded inventories (appliances and other goods) and tv stations which need items for gifts, contest prizes, and giveaways and for studio operations. For example, TCH "negotiates" with stations in behalf of a hypothetical manufacturer, Red Hot Steam Iron Co. TCH offers station XYZ, say, 100 steam irons at $10 each and in return receives one-minute spots at the lowest one-time spot rate on the station's card (100 spots if the rate is $10 each). Red Hot Steam Iron Co. uses the spots to advertise perhaps its new line of irons or anything else. The station gets 100 irons and fills open time. TCH gets an additional percentage of irons from Red Hot and sells them in normal trade channels domestically or in Europe through its London office, Television Clearing House Ltd. If an agency writes copy for the live spot, Red Hot (not the station) pays the agency its cash commission or retainer. In fact, the agency may help negotiate the deal between the manufacturer and TCH.

This is how Louis Jacques Dahlman, TCH president, explains how his "grew like Topsy" organization has functioned. He saw a need and filled it, making everyone happy.

Already, he said, a total of 139 tv stations throughout the U. S. have used his firm's services.

The expansion plans envisioned by Mr. Dahlman and his associates include:

• The organizing by TCH of regional tv networks—embracing as many as 10 to 12 stations linked by microwave or other unspecified means—which would carry the "best" of live programming of any one outlet and supported by spot announcements of manufacturers paying for them through merchandise barter. This was tested last spring, Mr. Dahlman said, for four weeks on a two-hour variety show hookup via microwave between WPFH (TV) Wilmington, Del., and WGLV (TV) Easton, Pa. He said "three or four more" such "networks" are now "ready to go."

• The establishment of a new central purchase office for stations (by a new corporation separate from TCH) where cash purchase could be made ("at considerable savings") of office equipment and supplies as well as broadcast or other electronic gear. The buying for stations on such a pool basis would "reduce the cash outlay for the individual station," he indicated. Detailed plans on the pool buying project may be confirmed this week, it was indicated.

Mr. Dahlman said his barter plan also has enabled stations to procure "many required accessories such as scenery, furnishings, office equipment and other appurtenances." He said he feels that this in turn has "helped to upgrade local live programming, enabling local stations to produce shows they might otherwise never have attempted."

Another advantage to stations, he said, is that these barter advertisers, once exposed to television, may soon become "buying advertisers." He said that in 1956 various manufacturers who took the trade deals also bought about $400,000 in tv time although most had never bought time in the past.

Television Clearing House, he said, also has been serving as an unofficial program consultant to stations, supplying them with live formats devised by "the best brains in New York and Hollywood." Mr. Dahlman personally had been an independent tv producer in New York from 1946-1950 and prior to that was in radio.

Manufacturers are helped, he said, in that they can move distress inventories lying idle in warehouses. They also gain tv exposures and learn of the medium's effectiveness.

Mr. Dahlman emphasized that TCH has not functioned as a time broker. He stresses that he himself does not receive time credit on stations for his negotiation services, adding that he receives payment in merchandise from the manufacturer.

Mr. Dahlman contended his transactions comply fully with station rate cards. The station, he said, allocates the supplier of the merchandise with spot announcements computed in the amount of the lowest spot rate on the card and based on the manufacturer's wholesale value of the merchandise. Mr. Dahlman said TCH buys at the lowest one-time rate and without frequency discounts because the barter itself constitutes the discount.

He reported "more and more" agencies are coming into the negotiation picture, although in the past in most cases he has negotiated directly with the manufacturer who on occasion brought in his agency for guidance and copy preparation. Mr. Dahlman said his agency contacts now are including some of the "top level" agencies.

He acknowledged that station representatives in general have not benefited from these negotiations in the past, but he held out the hope that they might be more directly included in the future. He said there have been instances in which he has negotiated with representative firms on some trade deals, but he hopes such participation will be accelerated as the barter manufacturers become "active buyers" on tv time.

Mr. Dahlman elaborated that in some cases the manufacturer obtaining the barter spots may not supply the station with his own merchandise (i. e., a candy manufacturer) but rather might supply surplus merchandise (electric toasters, typewriters) obtained elsewhere via TCH's resources.

Mr. Dahlman's associates in TCH include Mike Michaels, New York attorney and major home builder in Ft. Lauderdale, who is the principal financial backer of TCH; New York attorney Norman Dreyer, and Salvador Nelson, New York businessman having export-import interests.

TCH's letterheads identify the firm as Television Clearing House Inc., consultants, 157 W. 57th St., New York 19, N. Y. Telephone is Circle 5-8497. Mr. Dahlman's introductory letter to stations reads in part as follows:

"The manufacturers have placed at our disposal hundreds of thousands of dollars of high calibre merchandise of all types to be used expressly by a television station in

• BUSINESS BRIEFLY

MAX FACTOR SIGNS • Max Factor Co., Hollywood, has signed NBC-TV's *Masquerade Party* on alternate Wednesdays (8-8:30 p.m. EDT). Agency: Anderson-McConnell.

AIRLINES RENEW • Western Airlines has renewed its sponsorship of newscasts of Virgil Pinkley, editor and publisher of *Los Angeles Mirror-News*, on Don Lee Broadcasting System, Mon.-Fri., 6:30-6:45 p.m. Agency: BBDO, L. A.

CHUNKY'S ENTRY • Chunky Chocolate Corp., N. Y., for its Chunky chocolate bar, will sponsor *Foreign Legionaire*, a Television Programs of America series, for second successive year in approximately 15 eastern and midwestern markets.

WEBB CAMPAIGN • Webb Assoc., N. Y., has placed spot tv campaign, valued at about $600,000, for its clients American Character Doll Corp., N. Y., and Remco Electronic Industries, Newark (plastic electronic toys), N. J., in 85 markets throughout country.

SCUDDER SATURATION • Starting today (Monday), housewives in northern California and Oregon will be told some 250 times weekly that Laura Scudder potato chips are "fresher, crisper, tastier" via saturation radio campaign on KNBC, KYA, KJBS, KSFO and KOBY San Francisco; KROW and KLX Oakland; KSTN and KWG Stockton (all California) and KLAD Klamath Falls and KBOY Medford, Ore. Advertiser: Scudder Food Products, Monterey Park, Calif. Agency: Mottl & Siteman, Beverly Hills, Calif.

'THIN MAN' FOR C-P • Colgate-Palmolive, through Ted Bates & Co., N. Y., has signed for MGM Tv division's *The Thin Man* film series that C-P will place in Fri., 9:30-10 p.m. period on NBC-TV next fall. MGM has series in production.

SMOKEY SUMMER EVENINGS • American Tobacco Co., N. Y., has signed for NBC-TV's weekly series of filmed dramas, *Show for a Summer Evening* aired on alternate Tuesdays (9:30-10 p.m. EDT), through Sept. 10. Agency: BBDO.

the following phases of its local programming; building promotions or contests on its existing program or for current sponsors; creating new programs, or aiding a sponsor who wants a topflight merchandising promotion; for building audience ratings; for retail merchandising tie-ins; for every type of participation activity, either studio or home audience; for children's, women's, teenage or interview programs; for live breaks in film shows as a novelty, and in any way your department deems useful. We can be a reliable year-round merchandising and advance time sale agent for you in markets throughout the country.

"Merchandise will always be accompanied by ideas, based on your current or future programming. This means that we can gear our goods not only to fit your promotional thinking but also to enhance program content itself. We believe we have in our organization the finest combination of both programming and merchandising talent, whose experience will place at your disposition fresh approaches to your program and sales promotion problems.

"The nature of the merchandise is unusually good both as to type and retail value. It would not normally be obtainable except through shopping the major merchandise marts. It consists of a wide range of goods—home furnishings of every description, furniture, fabrics, clothing, expensive toys, glassware, clocks, home appliances, bicycles, etc. None of these are premium items usually given as gifts. They represent a distinct move on the part of the manufacturer to sample independent television markets." (Foreign goods also will be supplied.)

MAJOR ACCOUNTS SEEM INFECTED BY AGENCY WANDERLUST IN '57

THE YEAR is barely past the halfway mark, but already at least 50 major accounts in radio-tv sponsorship have changed agencies. Among the advertisers were many of the leaders. To name only a few, for example: Procter & Gamble (Dash and Pin-It), Colgate-Palmolive (Brisk), Helene Curtis Industries (Lentheric), General Motors (institutional), Lever Bros. (Breeze), Pabst Brewing Co. (three of its primary brands), Max Factor (Sof-Set, Dri-Mist), Prudential Insurance Co., Schick Inc. and Tidewater Oil Co. As these accounts indicate, the changes occurred along a cross-representative listing of U. S. business; no single type of business or product had a corner on agency switching.

A random look at the listing finds some advertisers switching their agency for a second time within a relatively short time. To pick a few random examples: Lanolin Plus last year moved from Biow Co. to Russel M. Seeds and already this year has departed from Seeds to Kastor, Farrell, Chesley & Clifford; Packard Div. of Studebaker-Packard—handled in 1956 by Ruthrauff & Ryan, later by Benton Bowles—this year has joined Studebaker in shifting from B&B to Burke Dowling Adams; Ceribelli & Co. moved last year from David J. Mahoney to MacManus, John & Adams (following dissolution of the Mahoney agency) and is now an account of Roy S. Durstine.

The listing prepared by B•T shows the major account switches of 1957.

ACCOUNT	FROM	TO
Bakers Franchise Corp. (Lite-Diet Bread)	Kastor, Farrell, Chesley & Clifford	Emil Mogul
Bavarian Brewing Co.	Richard F. Peck	Calkins & Holden
Bayuk Cigars Inc.	Al Paul Lefton	Feigenbaum & Wermen
Beatrice Foods (LaChoy Div.)	Foote, Cone & Belding	Maxon
Best Foods (Nucoa)	Dancer-Fitzgerald-Sample	Guild, Bascom & Bonfigli
Block Drug (Rem & Rel)	Joseph Katz	Lawrence C. Gumbinner
C & C Super Corp.	Hilton & Riggio	Edward H. Weiss
Ceribelli & Co.	MacManus, John & Adams	Roy S. Durstine
Cinzano Inc.	Robert Orr & Assoc.	Burke Dowling Adams
Colgate-Palmolive (Brisk)	Wm. Esty	Cunningham & Walsh
CBS Radio	Marschalk & Pratt (div. of McCann-Erickson)	Doyle Dane Bernbach
Helene Curtis Industries (Lentheric)	Grant	Gordon Best Earle Ludgin Edward H. Weiss
Doyle Packing Co. of N.J.	Roy S. Durstine	Geyer
Allen B. DuMont Labs.	Campbell-Ewald	Page, Noel, Brown
Emerson Radio & Phonograph	Grey	Martin L. Smith
Encyclopedia Britannica	U. S. Adv.	Dancer-Fitzgerald-Sample
French Tourist Office	Benton & Bowles	Grey
G. H. P. Cigar Co.	Norman, Craig & Kummel	Compton
General Motors (institutional)	Kudner	MacManus, John & Adams
Genesee Brewing Co.	Rogers & Porter	Marschalk & Pratt (div. of McCann-Erickson)
Grove Labs (Bromo-Quinine)	Benton & Bowles	Gardner
Greyhound Corp.	Beaumont & Hohman	Grey
Hawaiian Pineapple Co. (Dole)	N. W. Ayer	Foote, Cone & Belding
The Lewis Howe Co. (Tums)	Ruthrauff & Ryan	McCann-Erickson
The Lewis Howe Co. (Tums and Nature's Remedy)	Dancer-Fitzgerald-Sample	McCann-Erickson
Lambert-Hudnut (DuBarry)	Sullivan, Stauffer, Colwell & Bayles	Norman, Craig & Kummel
Lanolin Plus	Russell M. Seeds	Kastor, Farrell, Chesley & Clifford
James Lees & Sons	D'Arcy	N. W. Ayer
Lever Bros. (Breeze)	BBDO	Sullivan, Stauffer, Colwell & Bayles
George W. Luft Co. (Tangee)	Warwick & Legler	Calkins & Holden
Magnavox	Foote, Cone & Belding	Maxon
Max Factor & Co. (Sof-Set, Dri-Mist)	Anderson-McConnell	Guild, Bascom & Bonfigli
Noxzema Chemical Co. (lather & brushless)	Sullivan, Stauffer, Colwell & Bayles	MacManus, John & Adams
Pabst Brewing Co. (three primary brands)	Leo Burnett	Norman, Craig & Kummel
Park & Tilford (toiletries & cosmetics div.)	Emil Mogul	Grant
Pearson Pharmacal (Eye-Gene)	Al Paul Lefton	Donahue & Coe
Philco Corp.	Hutchins	Maxwell Assoc.
Procter & Gamble (Dash)	Compton	Dancer-Fitzgerald-Sample
Procter & Gamble (Pin-It)	Benton & Bowles	Grey
Prudential Insurance Co.	Calkins & Holden	Reach, McClinton
Roots Motors	Anderson & Cairns	Erwin, Wasey
Salada Tea Co.	Hermon W. Stevens	Sullivan, Stauffer, Colwell & Bayles
Schick Inc.	Warwick & Legler	Benton & Bowles
S. A. Schonbrunn & Co. (Savarin)	Lawrence C. Gumbinner	Foote, Cone & Belding
Servel (Refrigeration Div.)	Hicks & Greist	Walker B. Sheriff
Shulton Inc. (Pharmaceutical Div.)	Brudno & Bailey	Foote, Cone & Belding
Seabrook Farms	N. W. Ayer	Gore, Serwer
Stahl-Myer	Charles W. Hoyt	Hicks & Greist
Studebaker-Packard	Benton & Bowles	Burke Dowling Adams
Tidewater Oil Co.	Buchanan	Foote, Cone & Belding
Western Airlines	Buchanan	BBDO

Spot Tv Is Versatile, Simple, Says Blair Tv

SPOT television is versatile yet simple to use, fitting snugly into an advertiser's market strategy.

This is the keystone of a new color slide presentation—"Market Sense—Spot Tv Today"—unveiled by Blair Tv, station representative, to advertisers and newsmen Thursday morning at the Park Lane Hotel in New York.

The presentation, which runs a little over 20 minutes, proceeds from spot tv basics through an outline of the size of television as an advertising medium (tv sets and tv homes in major markets), compares tv with print and radio, cites various studies on viewers' leisure time and buying habits and contrasts spot tv with network advertising.

In noting 9 of every 10 homes in major markets are tv homes, Blair's presentation points up how in five major markets (New York, Chicago, Los Angeles, Philadelphia and Detroit) tv's potential audience far outstrips the potential circulation of either the leading newspaper or *Life* magazine in these individual markets.

Admitting radio's potential "without question is greater than tv's," the Blair presentation recounts "sets in use" figures showing tv with a delivered audience about three times as great as radio's through the broadcast day. In comparing radio's peak hour (8-9 a.m.) with tv's (9-10 p.m.), Blair noted that tv "commands four times as great a delivered audience as does radio."

Blair cites findings of a Leo Burnett agency "efficiency study" listing relative cost-per-thousand exposure among major media. This study found tv's delivered audience costs the advertiser one-sixth to one-tenth of that of newspapers and one-third to one-sixth of magazines, according to Blair. So far as radio is concerned, tv "is only a few cents more expensive than radio with only sound" (the Burnett study showed tv's C-P-T to range from $1.05 to $1.55 and radio's as 95 cents).

In comparing spot to network, the presentation claims network tv not as flexible (cited were ratings in cities showing a per market difference in popularity of a network show to a film program sold on a spot basis); that network promotion and merchandising are not as effective as local efforts by advertiser or station, or both; that stations find national spot three times as profitable as network and thus prefer such business.

The Blair commentary claims stations continue to clear choice time periods for national spot, illustrating this with such examples as these clearances for next fall: U. S. Borax & Chemical Co.'s *Death Valley Days* that it sponsors alternately in most markets is going into its sixth year as a spot program and runs in Class A time periods in 75 markets; Esso's *Golden Playhouse* (re-runs of Official Films' *Four Star Playhouse* series) began (via agency) only last October to build a regional structure in specific markets and "to date" has Class A periods in 35 markets; *Silent Service* (syndicated by California National Productions) already has been cleared in 32 Class A time periods, including 21 of the top 25 markets.

Concludes Blair's presentation, in citing individual spot advertiser success stories: Spot tv does move goods.

Carlsberg Breweries 'Thinking' Of Using Radio Spots in Miami

CARLSBERG BREWERIES, Copenhagen, heretofore a print-media-only advertiser in the U. S., is "thinking seriously" of using radio toward the end of next January in a spot campaign in the Miami market, according to an official of Wesley Assoc., New York, which has succeeded Fairfax Inc., New York, on the account.

He said Carlsberg is impressed with the success enjoyed by Van Munching & Co. (importer for Heineken's Holland Beer) in the latter's radio spot campaign in Miami last December. Carlsberg expects to have a full sales force in Miami by late January, he added.

The Denmark brewery has set up Carlsberg Agency Inc. to replace Original Beer Importing Distributing Co. (which also handles the German-brewed Wurzburger Hofbrau) as U. S. distributor, the Wesley official said. Wesley will be directly responsible to the brewery in Copenhagen. Fairfax lost the account last March. —

NBC Radio Spot Sales Makes Pitch to Auto Makers on Spot

THE importance of spot radio advertising in the 1958 plans of automobile manufacturers is pointed up in a presentation devised by NBC Radio Spot Sales and being shown to the major auto makers.

Titled "Spot Radio—the All-Media Accelerator," the presentation describes the scope of radio today, citing figures including those of 96% radio-equipped homes and 86% radio-equipped automobiles. It makes the point, too, that the average auto radio family spends almost seven hours weekly listening to its car radio and that suburban families (a prime target for automotive advertisers) are reached more effectively by radio than newspapers, "since circulation of most metropolitan papers falls off sharply in suburban areas."

Through the use of spot radio, the presentation asserts, the advertiser can determine the markets he wants to reach; the stations which will carry the advertising message; the type of program best suited to the sponsor's needs. The presentation concludes with the claims that a spot radio campaign can provide advertising continuity at a cost "far below" that of any advertising medium; it is a "perfect complement" to other advertising efforts, and is "easily merchandisable" to local dealers.

Chrysler Commercial to Debut New Mechanical Animation Device

A NEW concept called Technamation for commercials to show the internal and external working action of any mechanism or device will be used for the first time on the air July 18 on Chrysler Corp.'s *Climax!* show Thursdays on CBS-TV through its agency, McCann-Erickson.

The process was developed first by the Office of Naval Research, Naval Training Device Center, and utilizes a mechanically activated transparency of optical plastics to project a live animated image.

Before the advent of Technamation, all such animated mechanical demonstrations required the use of complicated and expensive film. The new device is for live tv use.

Technical Animations Inc., commercial producer of Technamation, claims the device reduces demonstration time by half, can lower costs as much as 50% and in field evaluations has tripled message comprehension and retention.

FOUR senior account executives at Norman, Craig & Kummel, New York, have been elected vice presidents. The four (l to r): Warren Fales, H. G. Bissinger, William E. Macke and E. L. Whitney.

Mr. Fales joined the agency two years ago as an account executive and recently was promoted to senior account executive serving the Colgate-Palmolive account. He previously had been with Compton Adv. and Lever Brothers.

Mr. Macke, formerly a vice president at Kenyon & Eckhardt, joined NC&K at the start of this year as a senior account executive.

Mr. Bissinger joined NC&K's marketing department eight years ago and has been in turn an associate account executive, account executive and senior account executive. He recently was named senior account executive in charge of the Pabst Brewing Co. account and will head the agency's Chicago office, servicing the beer account.

Mr. Whitney started with NC&K three years ago as account executive in charge of the Revlon account, and recently was appointed senior account executive in charge of package products. He formerly was Procter & Gamble brand manager.

C&A SERVES NOTICE IT'S ON THE MAKE

- **Cohen to chairmanship**
- **Aleshire to presidency**

HARRY B. COHEN believes an agency billing in the $8-10 million category "must either grow or go out of business."

Mr. Cohen, who has served as president of Harry B. Cohen Adv., New York, for 10 years, last week served notice on the advertising field that his newly-organized Cohen & Aleshire Inc. is setting out to acquire new business.

At Cohen & Aleshire, Mr. Cohen becomes board chairman. This doesn't mean retirement, he said Monday, but relief for him from internal affairs for more time in client contact. Edward Aleshire, executive vice presidential creative director of the original firm since its creation in 1947, moves up to president. Mr. Aleshire, a new stockholder in the firm controlled by Mr. Cohen and members of his family, has been given stock options.

Messrs. Cohen and Aleshire last Monday discussed the agency's current status and objectives. They explained that "we are basically a package goods agency" appealing to clients who move goods in drug and grocery stores.

The agency is of particular interest to radio-tv since 60-65% of its total billing goes to the broadcast media. (B•T estimated its 1956 radio-tv billing at approximately $5.5 million, placing the smaller-sized agency 40th in the top radio-tv agency ranking.)

C&A's broadcast billing is primarily in spot. Its radio-tv accounts: Grove Labs (Grove and Fitch subsidiaries); Frenchette Co. (salad dressing); Lydia E. Pinkham Medicine Co.; Chattanooga Medicine Co.; Doeskin Products Inc. (paper products) and West End Brewing Co. (Utica Club beer).

MR. COHEN MR. ALESHIRE

Messrs. Cohen and Aleshire noted how the agency works with clients to increase business—"We were responsible in increasing business by 50% for Utica Club which had had a downward curve. . . . We hope to acquire more beer accounts." Frenchette salad dressing showed a marked growth after it became their account, they said.

The agency's strategy in broadcast buying is to analyze and plan for each marketing area rather than to use an "overall national plan."

Said the Cohen & Aleshire team: The agency expects to buy more in spot; it finds network radio an economical buy if it fits into the marketing plan; because of the agency's method of market-by-market analysis, spot more often than not supplements any network participation, and Grove Labs is considered C&A's largest account.

Mr. Cohen related the agency's substantial growth in 10 years, from $600,000 in billing, one client and nine people in 1947, to $8-10 million in billing, a diversified client list and 100 people in the agency today. He noted that C&A's reshuffle at the top is "calculated to place the agency in a stronger operating position and insure a continued growth."

Here's How RAB Sells Movies on Using Radio

THE return of motion pictures to radio as an advertising medium is no mere matter of chance [B•T, July 8], but is the end result of a calculated effort by Radio Advertising Bureau, that organization said last week. RAB reported how it's going about selling the spoken word.

RAB account executive Irving Trachtenberg said he and his staff have been meeting consistently over the past few months with such studios as 20th Century-Fox, Allied Artists, Columbia Pictures, United Artists, Loew's and RKO theatre chains, and with a handful of agencies, including Donahue & Coe, Charles Schlaifer Co. and Monroe Greenthal Co.—all heavy with film or theatre accounts.

Their presentation is titled "A Bigger Box Office From Radio Promotion." This is the way it breaks down the cold facts. It starts by developing the "problems" faced by the film industry, namely, declining box office, closing of theatres and the inroads of television. Then it goes into the size of radio, showing how radio has grown over the past 10 years and how it's changed listening habits. This is followed up by a graphically-proven analysis of rival media, such as newspapers, and shows up the "inability of newspapers to tell the movie story to the public." RAB maintains that not only have newspapers lost circulation, but they just do not penetrate suburbia—one of the fastest growing types of markets in the country.

Radio is doing everything newspapers don't do, RAB says. Not only can radio pre-sell a movie, maintains RAB, it can re-instill in people the "movie habit" they once had before television. It also discusses the force of car radio on the drive-in theatres and reiterates RAB's basic philosophy: reaching the greatest amount of people with the least amount of money.

Mr. Trachtenberg said he and his associates aren't as interested in lower-echelon advertising representatives of the movie firms as in "top-level management—the decision-makers." He explains that media strategy first is decided at the very top of the corporate structure—"the presidents and vice presidents . . . not the managers." The rash of radio buying (up 33% over 1956) today is merely a reflection of "top-echelon thinking." Management makes up its mind, Mr. Trachtenberg maintains, and then "the people down below pull out their slide-rules and agree with management that radio's the best medium after all."

Chesley New D'Arcy President; Ganger Heads Exec. Committee

HARRY W. CHESLEY Jr., formerly an executive vice president and director of the firm, has been elected president of D'Arcy Advertising Co., St. Louis, Robert M. Ganger, chairman of the board, announced last week. Mr. Chesley succeeds the late Percy J. Orthwein.

MR. CHESLEY

In the capacity of president, Mr. Chesley will continue to make his headquarters in St. Louis. After the meeting of the board of directors it also was announced that Mr. Ganger, in addition to his other duties, will serve as chairman of the executive committee. Elected at the meeting as vice presidents of D'Arcy were: Pettersen B. Marzoni, director of research in New York; William Raidt, account supervisor in New York; David W. Lockwood, creative director, Chicago; Peter Cavallo, radio-tv director, Chicago, and James A. McPhail, copy director, Chicago.

WCTU President Airs Perennial: 'Beercasts' Dominate Baseball

CHARGES that baseball has become "beerball" and that sponsors dominate coverage with "beercasts" were reiterated July 2 by the head of the Women's Christian Temperance Union.

In another attack on beer advertisers and major league club owners, Mrs. Glenn Hays, WCTU president, renewed her suggestions "for a national curb on alcoholic beverage advertising." She claimed all or part of the games of all clubs now are sponsored on radio and/or tv by beer firms.

Mrs. Hays asserted that the "once national pastime now appears to have become the star salesman of the beer barons" and that baseball has emerged in a "national program that includes alcoholism and drink-caused juvenile delinquency." She charged that "beercasts" make it seem proper "to sit in front of the set and get drunk while viewing or listening."

GE Uses C-C Tv for Session

GENERAL ELECTRIC's new line of television sets and all-automatic clothes washers and dryers was revealed last Wednesday via a coast-to-coast closed-circuit telecast for GE's major appliance division. TelePrompTer Corp.'s group communication division was selected by GE to handle the technical facilities of the session. The closed-circuit show, produced by GE's agency, Young & Rubicam, was viewed by 7,500 dealers, distributors and retailers in 39 cities.

Speaking of BARGAINS . . .

You get Iowa's TOP radio bargain when you buy WHO. *More Iowa families listen to WHO regularly, daytime, than to all the 56 other Iowa stations COMBINED*!*

**Source: 1956 Iowa Radio Audience Survey*

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

WBRE-TV *Means*

AUDIENCE COMMUNICATION

to the people of 19 Counties in N.E. Pennsylvania

Two million pairs of eyes can see it . . . . three hundred and thirty thousand sets can view it . . . . and it also means that your sales message should be on it! Because, nowhere in Northeastern Pennsylvania can you attract so much attention, so quickly, so completely, so forcefully, so economically, as you can on WBRE-TV.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION LEHIGH SNYDER MONTOUR CARBON CLINTON

WBRE
TV Channel 28
WILKES-BARRE, PA.

Man has employed many ingenious methods to communicate messages, but never so dramatic as Television. A polished shield was used by the Persians to flash signals to their fleet in an attempt to capture the city of Athens. Though this was the principle of the heliograph, no further use was made of it until the last century.

DAV Agency Asks More Time To Pay Off Media Obligations

CLEMONS, Esau & Gericke Agency, New York, advertising agency for a special Disabled American Veterans show which was placed on 120 television stations last April, held a creditors meeting last Thursday to outline its hopes for the payment of its obligations. The program, which incorporated a contest, failed to produce enough entry fees to pay its costs.

William Clemons of CE&G proposed to the dozen station and newspaper representatives that they postpone any legal action until Aug. 20 when the DAV convention will be held. At that time the agency will present to the national executive committee a proposal for the DAV to advance enough money to pay for the time costs of the first show plus time costs for a second program effort, with the agency assuming program production costs of the second program.

The first *Hidden Treasure Show* contained a contest which contestants could enter by sending money to the DAV. About $63,000 in entry fees was collected.

Mr. Clemons explained that the current assets of the agency total $5,000 in the bank and liabilities total $128,000, of which $105,000 is owed to media (stations, newspapers and *Tv Guide)* and $23,000 to others (suppliers, etc.).

He also explained that the agency started out with $51,000 in the bank and received $45,000 from the DAV. Of this $96,000 total, $86,500 was disbursed. Stations which did not give the DAV credit were paid cash.

A production firm, William Tell, also headed by Mr. Clemons, received $150,000 for production from DAV. Some $60,000 went into original production of the show originally but then "$30,000 to $35,000 more" had to be spent in making changes on the show to conform to the lottery laws. The production company also set aside $55,000 for prize money and spent $62,000 for promotion and distribution and $30,000 for "contest administration and operation." Thus the production firm's obligation totaled about $230,000.

CE&G estimated that it owed money to 113 television stations and approximately 240 newspapers.

EASTMAN KODAK Co. sponsorship of CBS-TV's *Ed Sullivan Show* on alternate weeks beginning Sunday, Oct. 6, is discussed by Kodak officials and Mr. Sullivan. L to r: James E. McGhee, Kodak vice president in charge of U.S. sales and advertising; Mr. Sullivan; W. B. Potter, Kodak director of advertising; E. P. Genock, Kodak director of tv programming; Marlo Lewis, associate producer of the Sullivan show, and Dan Seymour, vice president in charge of tv for J. Walter Thompson Co.,

Nemer Forms Minneapolis Agency

SAMUEL N. NEMER, former sales manager of Murray-Malone transportation advertising agency, has announced the formation of Nemer Advertising Inc. in Minneapolis. Mr. Nemer is agency president.

He has had more than 25 years experience as an executive with Minneapolis-St. Paul radio stations, media and ad agencies, and his own agency will offer complete services including merchandising, marketing, publicity and public relations.

BDA Names Specialists For S-P Dealer Ads

BURKE DOWLING ADAMS, Inc., New York, which began servicing the Studebaker-Packard Corp. account July 5, last week took the first step toward reorganizing the local Packard-Studebaker dealer advertising program, by appointing what it terms "a seasoned group" of specialists to coordinate dealer and agency activities.

Although S-P seems unlikely at this time to re-enter network broadcasting [B•T, July 11], agency officials said this move was taken in part to upgrade the local dealers' broadcast activities. There are 20 various national Studebaker-Packard Dealers Advertising Assns. which will work with co-op funds provided by the South Bend, Ind., auto maker.

"Hand-picked" by the agency to service the dealers are:

Russ Paulson, formerly with Kenyon & Eckhardt and J. Walter Thompson Co. on the Ford and Lincoln-Mercury accounts; Steve Mudge, at one time account executive on Willys-Overland at the now-defunct Ewell & Thurber agency, later with Compton Adv. and D'Arcy Co. (on Packard at the latter agency); Lou Corrigan, a media specialist whose experience is summed up by BDA officials as "having run the gamut of the auto field from the low-priced to the high," and Harry Baker, a former auto dealer.

Mr. Paulson has been named director of field operations and will work out of S-P headquarters, reporting directly to BDA Vice President Roy Hudson who in turn will be located in BDA's new South Bend office. Mr. Mudge will be working out of BDA's New York office as director of eastern field operations. Mr. Corrigan will be located in BDA's Atlanta office and will head the southern field operations, while Mr. Baker, director of western field operations, will be operating out of Los Angeles.

BDA last week announced the appointment of William D. Straub as copywriter on the S-P account. Mr. Straub had been account executive at Benton & Bowles, servicing S-P trucks as well as merchandising and retail promotion at the dealer level. Before joining Benton & Bowles, he had been Chrysler Corp.'s shows and exhibits manager.

MR. PAULSON MR. MUDGE MR. CORRIGAN MR. BAKER

DCS&S Opens New Offices To Increase Space by 40%

DOHERTY, Clifford, Steers & Shenfield, New York, officially opened its new offices at 530 Fifth Ave. Wednesday. The agency had been in the Empire State Building 13 years. The move to one entire floor at 530 Fifth means an increase of 40% in space.

In 1950 DCS&S had five clients and 10 product assignments. Today the firm has 22 clients and more than 30 product assignments. In 1950 billings were $7.9 million; today's are $17.5 million.

The agency ownership is divided among the staff of 24 with no single person owning as much as 20%.

DCS&S was established in 1944 as Doherty, Clifford & Shenfield and was changed to Doherty, Clifford, Steers & Shenfield in 1952. Officers are Donald K. Clifford, board chairman; William E. Steers, president, and Nelson O. Argueso, treasurer. Directors are Mr. Clifford, Mr. Steers, Francis J. Doherty, Harry M. Ireland, Robert Hayes, James F. Egan, Joel F. Jacobs, William E. Holden and Mr. Argueso.

Wenger-Michael Agency to Open

A NEW agency, Wenger-Michael Advertising Inc., will open in San Francisco Aug. 1, according to an announcement from the prospective group. Lee Wenger has been the head of his own San Francisco ad firm for six years and Martin Michael moves over from his position as vice president and account supervisor of Edward S. Kellogg agency, Los Angeles. The new agency, with a staff of 12, will operate from the present offices of Lee Wenger & Assoc., 1005 Market St., San Francisco, until larger facilities are acquired in September, the announcement said.

SPEAKING about *Speaking of Life*, which makes its debut on NBC Radio July 29 are (l to r): Matthew J. Culligan, vice-president of NBC Radio; Andrew Heiskell, publisher of *Life* magazine, and Robert W. Sarnoff, president of NBC. *Speaking of Life*, M-F, 7:45-8, will present news gathered through the facilities of NBC and of *Life*, which will sponsor one participation each night.

'Life' Magazine, NBC Radio Sign For 'Speaking of Life' Series

TIME INC., for *Life* magazine, last week signed with NBC Radio for five weeknight participations in a new series of news-feature programs produced jointly by NBC and the editorial staff of *Life*. The series, titled *Speaking of Life*, will be heard Monday-Friday, 7:45-8 p.m., effective July 29, and will move into the time slot to be vacated by *One Man's Family*. The latter will move to another, but as-yet unannounced time slot in the schedule.

Life will share sponsorship with two other advertisers who are to be identified at a later date.

Matthew J. Culligan, NBC Radio vice president, describes the program as one that will "explore in sound . . . some of the subject areas which *Life* has illustrated so dramatically with pictures." Additionally, fast-breaking international news events will be reported by the program's host, Frank Blair.

Time Inc.'s most recent co-operative radio venture was the series of five-minute feature capsules, *It's Time*, on ABC Radio last year. Former "March of Time" narrator Westbrook Van Voorhis hosted short dramatizations of *Time* magazine news stories which were unsponsored. The *Life* magazine sponsorship was placed through the New York office of Young & Rubicam agency.

BORDEN'S RADIO-TV MILK RUN

FOR YEARS the central Iowa housewife automatically reached for the dairy product with the Hi-Lan label on the store shelf. After all, Hi-Lan as a local Des Moines firm had established a bond of familiarity and good will with consumers.

Then came the day when the Borden Co. purchased the firm. The national prestige of the Borden name was to be added to the Hi-Lan label. The transition appeared simple, but Borden and its agency executives were cognizant of the possible effect of a too-abrupt change from the familiar package.

Borden's Hi-Lan Dairy officials L. G. Smith and Max Lamb, with the firm's advertising agency, Truppe, LaGrave & Reynolds & Assoc., quickly assigned an important consumer orientation role to television and radio.

The first step in changing the established brand name was a huge "Elsie Week" open house a year ago. Television and radio promoted heavily the event that drew 30,000 and associated Elsie, the Borden Cow, and her offspring, Beauregard, with Hi-Lan.

A television program with a family atmosphere was inaugurated to attract every member of the household and re-affirm the loyalty bond with Borden's Hi-Lan label. *Family Funtime* was previewed by KRNT-TV Des Moines for all dairy employes and their families.

The recipe for this successful local tv show: Take an established film show like "Laurel & Hardy," add a quiz feature, insert a local personality with a family atmosphere, place the program in a good time slot and back up the entire effort with solid promotion.

The Laurel & Hardy films were procured through Governor Television Attractions. The quiz phase comprises five questions about the film after each showing. Five or six prizes, with retail values totaling about $50, are awarded. Winners of the weekly prizes earn an extra five silver dollars if they have any Borden product in their refrigerator when the route salesman delivers the prize.

THE *Reno family, (l to r) Donna, Walt and Jeff, give a local touch plus family atmosphere in reality to* Family Funtime, *Borden's Hi-Lan Dairy show on KRNT-TV Des Moines.*

Borden's Hi-Lan Dairy printed more than 230,000 entry blanks in the first 15 weeks of *Family Funtime* for distribution by route salesmen. In this same 15 weeks, 25,269 entries were received in the mail.

The entire show is conducted by personality Walt Reno, assisted by his wife Donna, and two-year-old son, Jeff. A special living room setting at KRNT-TV is used for the live portions of *Family Funtime*

The show is programmed Friday nights at 8:30 and, according to Truppe, LaGrave & Reynolds, it's topping many network and syndicated competitions in central Iowa. The agency cites one example, a recent ARB rating of 19.3 with an unusually high 3.3 viewers per set.

Dairy officials not only are happy about the results from their KRNT-TV show with its low cost for film programming, but are equally willing to sound off with praise for all television and radio. Take last March as an example. Using only television and radio and tying in with national Borden advertising, Borden's Hi-Lan increased cottage cheese sales 41% over March of 1956—a new monthly record in cottage cheese sales for the 20-year-old dairy.

All of which would indicate that the hand on the dial is the same one that reaches toward the store shelf.

DICTIONARY OF SYNONYMS FOR WSM-TV

First Violin . . . If you want your product to play before the top audience in the Nashville Market, better pick WSM-TV. By every yardstick, and particularly by the all-important ability to move merchandise, WSM-TV is clearly Nashville's Number 1 television station. Ask any Petry man for the facts.

Channel 4, Nashville, Tenn. • NBC-TV Affiliate • Clearly Nashville's #1 TV Station

EDWARD PETRY & CO., National Advertising Representatives

WSM-TV

WSM-TV's sister station – Clear Channel 50,000-watt WSM Radio – is the only single medium that covers completely the rich Central South market.

PULSE

Tv Report for April-May

TOP NETWORK SHOWS

Once-A-Week

	Rating May	Apr.
1. *I Love Lucy*	36.1	37.7
2. *Perry Como*	35.7	35.3
3. *Bob Hope*	35.0	37.5
4. *Ed Sullivan*	32.8	34.8
5. *Boxing (Wednesday night fights)*	32.5	
6. *Playhouse 90*	31.2	30.7
7. *$64,000 Question*	30.2	32.7
8. *Person To Person*	29.0	28.7
9. *Burns and Allen*	28.9	30.6
10. *Climax!*	28.5	30.4
11. *Groucho Marx*	28.5	28.7
12. *What's My Line*	28.4	28.2
13. *Godfrey's Talent Scouts*	28.3	29.6
14. *Gunsmoke*	28.1	26.4
15. *December Bride*	27.8	28.2
16. *Steve Allen*	27.1	26.4
17. *Lineup*	26.6	28.1
18. *Jack Benny*	26.4	26.4
19. *I've Got A Secret*	26.0	
20. *Disneyland*	25.4	
21. *Red Skelton*	25.4	28.0

Multi-weekly

	Rating May	Apr.
1. *Mickey Mouse Club*	18.0	19.3
2. *Queen For A Day*	11.2	11.7
3. *Guiding Light*	10.7	10.0
4. *CBS-TV News*	10.6	11.9
5. *Search For Tomorrow*	10.5	9.8
6. *NBC News*	10.0	10.3
7. *Arthur Godfrey*	9.8	9.9
8. *Love of Life*	9.7	
9. *Art Linkletter*	9.6	10.1
10. *Captain Kangaroo*	9.6	9.9

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Steve Allen (NBC-130): participating sponsors, Sun. 8-9 p.m.
Jack Benny (CBS-179): American Tobacco Corp. (BBDO), Sun. 7:30-8 p.m.
Burns & Allen (CBS-114): Carnation Co. (Erwin Wasey), B. F. Goodrich (BBDO), Mon. 8-8:30 p.m.
Captain Kangaroo (CBS-various): participating sponsors, Mon.-Fri. 8-9 p.m.
CBS News (CBS-147): Brown & Williamson (Bates), Hazel Bishop (Raymond Spector), Mon.-Fri. 7:30-7:45 p.m.
Chevy Show—Bob Hope (NBC-144): Chevrolet (Campbell-Ewald), Sun. 9-10 p.m. once a month.
Climax! (CBS-173): Chrysler (M-E), Thurs. 8:30-9:30 p.m.
Perry Como Show (NBC-150): participating sponsors, Sat. 8-9 p.m.
December Bride (CBS-185): General Foods (Benton & Bowles), Mon. 9:30-10 p.m.
Disneyland (ABC-178): American Motors (Geyer), American Dairy Assn. (Campbell-Mithun), Derby Foods (M-E), Wed. 7:30-8:30 p.m.
Arthur Godfrey (CBS-116): participating sponsors, Mon.-Thurs. 10-10:30 p.m.
Godfrey's Scouts (CBS-165): Lipton (Y&R), Toni (North), Mon. 8:30-9 p.m.
Guiding Light (CBS-119): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.
Gunsmoke (CBS-162): Liggett & Myers Tobacco Co. (D-F-S) alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.
I Love Lucy (CBS-162): General Foods (Y&R) alternating with Procter & Gamble (Grey), Mon. 9-9:30 p.m.
I've Got A Secret (CBS-190): R. J. Reynolds (Wm. Esty), Wed. 9:30-10 p.m.
The Lineup (CBS-153): Brown & Williamson Tobacco Co. (Bates) alternating with Procter & Gamble (Y&R), Fri. 10-10:30 p.m.
Art Linkletter (CBS-114): participating sponsors, Mon.-Fri. 2:30-3 p.m.
Love of Life (CBS-153): American Home Products (Bates), Mon.-Fri. 12:15-12:30 p.m.
Mickey Mouse Club (ABC-92): participating sponsors, Mon.-Fri. 5-6 p.m.
NBC News (NBC-85): participating sponsors, Mon.-Fri. 7:45-8 p.m.
Person to Person (CBS-179, 32, 99 respectively): Amoco Gas (East) (Jos. Katz Co.), Hamm Brewing (midwest), (Campbell-Mithun) alternating with Time Inc. (Y&R), Fri. 10:30-11 p.m.
Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol Myers (BBDO), Philip Morris Co. (Leo Burnett), Thurs. 9:30-11 p.m.
Queen For A Day (NBC-122): participating sponsors, Mon.-Fri. 4:30-5 p.m.
Search for Tomorrow (CBS-135): Procter & Gamble (Leo Burnett), Mon.-Fri. 12:30-12:45 p.m.
$64,000 Question (CBS-178): Revlon (BBDO), Tues. 10-10:30 p.m.
Red Skelton Show (CBS-109): Pet Milk (Gardner) alternating with S. C. Johnson & Son, (FC&B), Tues. 9:30-10 p.m.
Ed Sullivan (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.
Wednesday Night Fights (ABC-132): Miles Labs. (Geoffrey Wade), Mennen (M-E), Wed. 10 p.m. to conclusion.
What's My Line (CBS-104): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.
You Bet Your Life (NBC-177): De Soto (BBDO) alternating with Toni (North), Thurs. 8-8:30 p.m.

NIELSEN

Radio Report for May 26-June 8

TOP RADIO NETWORK SHOWS

Total In-Home Audience*

Program	Homes (000)
Evening, once-a-week (average)	(433)
1. *Jack Benny*	1,156
2. *Gunsmoke*	963
3. *Gunsmoke*	963
4. *Telephone Hour*	915
5. *Our Miss Brooks*	819
6. *Gunsmoke*	819
7. *Our Miss Brooks*	819
8. *Robert Trout*	819
9. *Counter-Spy*	819
10. *True Detective Mysteries*	770
Evening, multi-weekly (average)	(578)
1. *News of the World*	1,059
2. *One Man's Family*	1,059
3. *Lowell Thomas*	1,059
Weekday (average)	(819)
1. *Helen Trent* (2nd half)	1,396
2. *Young Dr. Malone* (2nd half)	1,348
3. *Ma Perkins* (1st half)	1,300
4. *Ma Perkins* (2nd half)	1,300
5. *Helen Trent* (1st half)	1,300
6. *Our Gal Sunday* (1st half)	1,300
7. *Young Dr. Malone* (1st half)	1,252
8. *Ma Perkins* (2nd half)	1,252
9. *Nora Drake* (2nd half)	1,204
10. *A. Godfrey*	1,156
Day, Sunday (average)	(385)
1. *Woolworth Hour*	1,252
2. *Johnny Dollar*	915
3. *Longines Symphonette*	867
Day, Saturday (average)	(482)
1. *Gunsmoke*	1,252
2. *Gunsmoke*	1,252
3. *You Bet Your Life*	963

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 48,150,000, the estimated July 1, 1957, total United States radio homes.

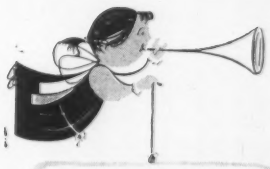
Copyright 1957 by A. C. Nielsen Company

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T radio ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Jack Benny (CBS-200): Cowles (M-E) and sustaining, Sun. 7-7:30 p.m.
Counter-Spy (MBS-496): participating sponsors, Fri. 8-8:25 p.m.
Arthur Godfrey (CBS-197): Mutual Benefit (Bozell & Jacobs) and participating, Mon.-Fri. 10-10:30 p.m.
Gunsmoke (CBS-200): General Mills (D-F-S), General Foods (Y&R) and others, Sat. 12:30 p.m. & Sun. 6:30 p.m.
Helen Trent (CBS-193): Lever Bros. (K&E), Scott (JWT) and participating, Mon.-Fri. 12:30-12:45 p.m.
Johnny Dollar (CBS-166): P. Lorillard (Y&R), Sun. 5:30 p.m.
Longines Symphonette (CBS-72): Longines-Wittnauer (V. Bennett), Sun. 2-2:30 p.m.
Ma Perkins (CBS-194): Lever Bros. (K&E), Scott (JWT), Lipton (Y&R) and others, Mon.-Fri. 1:15-1:30 p.m.
News of the World (NBC-186): Coldene (JWT), Carter (Bates), Mon.-Fri. 7:30-7:45 p.m.
Nora Drake (CBS-various): Scott (JWT) & participating sponsors, Mon.-Fri. 1-1:15 p.m.
One Man's Family (NBC-186): participating sponsors, Mon.-Fri. 7:45-8 p.m.
Our Gal Sunday (CBS-194): participating sponsors; 12:45-1 p.m.
Our Miss Brooks (CBS-195): General Foods (Y&R) and participating, Sun. 7:30 p.m.
Telephone Hour (NBC-186): Bell Telephone (N. W. Ayer), Mon. 9-9:30 p.m.
Lowell Thomas (CBS-199): Delco-General Motors (Campbell-Ewald), Mon.-Fri. 6:45 p.m.
Robert Trout (CBS-187): Chevrolet (Campbell-Ewald), Sun. 6:55 p.m.
True Detective Mysteries (MBS-496): participating sponsors, Mon. 8-8:25 p.m.
Woolworth Hour (CBS-198): Woolworth (Lynn Baker), Sun. 1-2 p.m.
You Bet Your Life (NBC-187): DeSoto (BBDO), Sat. 12:30-1 p.m.
Young Dr. Malone (CBS-190): Scott (JWT), Lever (K&E) and participating, Mon.-Fri. 1:30-1:45 p.m.

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

NOTE: Number of homes is based on 48,150,000, the estimated July 1, 1957 total United States radio homes.



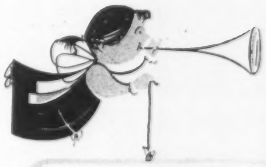
AVAILABLE THIS SEPTEMBER

SPONSORSHIP OF PROGRAMS

Like "Dr. Hudson's Secret Journal", "Whirlybirds", etc.

FULL MINUTES IN TOP MOVIES

Like "African Queen", "Moulin Rouge", etc.



ALL IN PRIME VIEWING TIME

Full-length movies at 7:30 and 10:15 nightly, plus top-rated syndicated films.

FIRST FULL COVERAGE OF SOUTHERN NEW ENGLAND

FOR DETAILS

Call Irwin Cowper, WTIC-TV General Sales Manager, or your nearest Harrington, Righter, & Parsons man.

WTIC-TV 3

HARTFORD, CONNECTICUT

Mark this market

on your list!

CENTRAL AND SOUTHERN ALABAMA is the home of 1,000,000 people in 35 counties—*one-third* of Alabama's population and retail sales!

You reach this big and growing market *only* through WSFA-TV's maximum-power VHF signal. You cannot cover it with any other TV station or combination of stations!

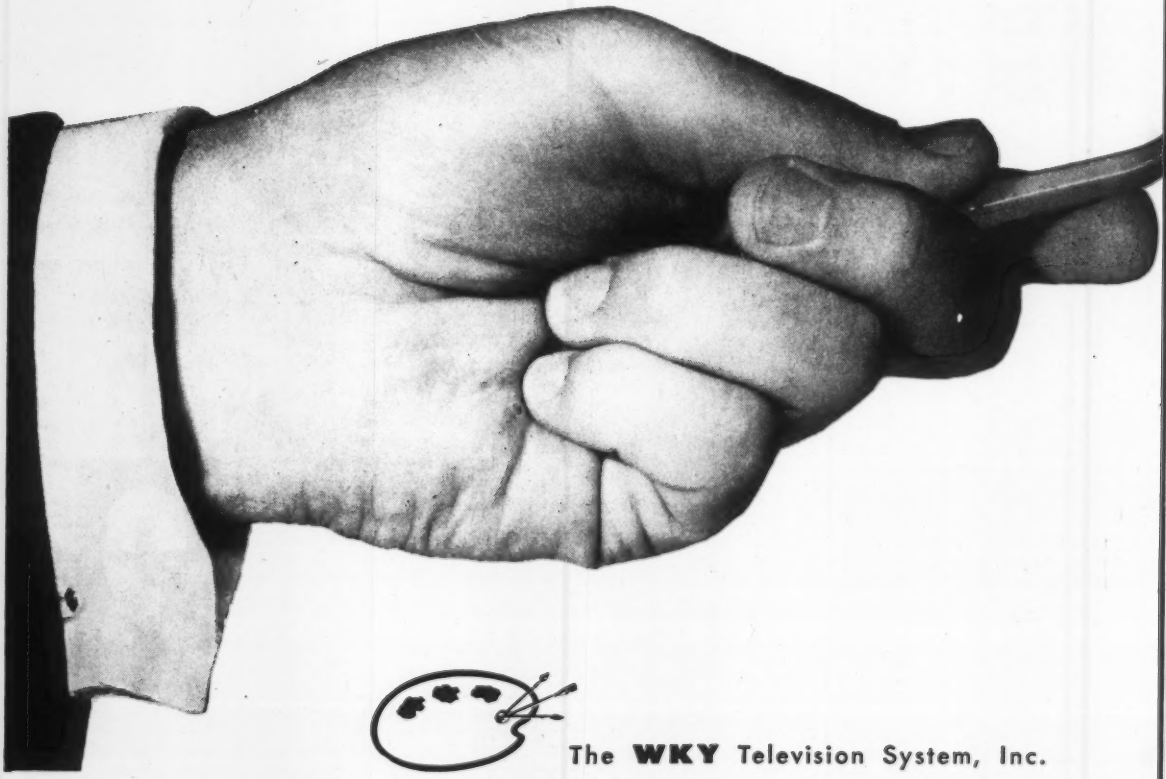
Mark Central and Southern Alabama on your list...and *buy* it with WSFA-TV!

*WSFA-TV's 35 Alabama counties**

Population	**1,093,100**
Retail Sales	**$ 741,637,000**
Food Store Sales	**$ 184,927,000**
Drug Store Sales	**$ 21,859,000**
Effective Buying Income	**$1,062,690,000**

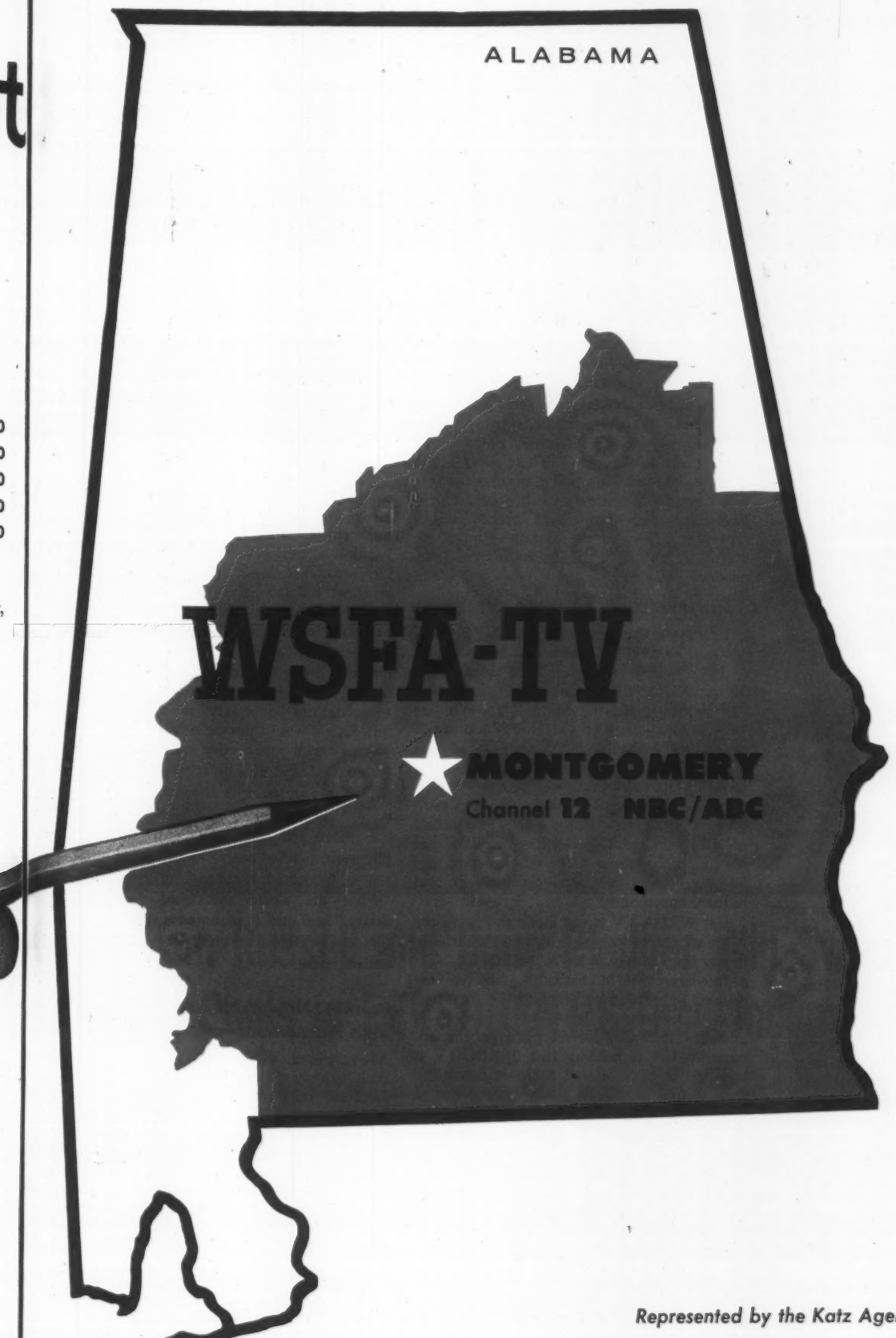
** Does not include 3 Georgia and 3 Florida bonus counties*

Source: Sales Management Survey of Buying Power, May 1957.



The **WKY** Television System, Inc.

WK



Represented by the Katz Agency

WKY-TV and **WKY** Oklahoma City

WTVT Tampa - St. Petersburg

NEW YORK TV STATIONS BALKING AT EXPENSE OF HOLLYWOOD FILM

- **British-made non-residuals popular with price-conscious outlets**
- **But United Artists sales troubles exemplify U. S. film sales snags**

SOME of the glamor of post-1948 film products offered New York tv stations seems to be wearing off as they are taking a long, hard look at the price structure and the traffic their own rate cards will bear.

Although a number of British-made films, notably "The Wooden Horse," "Great Expectations," "Tony Draws a Horse," and "Breaking the Sound Barrier" appear to have little or no trouble breaking the New York price barrier (reason being that no residual payments to guilds are involved), top-drawer Hollywood-made films of recent vintage seem to have placed some local outlets in a quandary. It is simply that while the stations would be most happy to buy these films, they feel they can't afford them. The trouble is that New York is the nation's number one market for theatrical films released to tv and therefore the price tag is greater there than in any other U. S. market.

A case-in-point is that of United Artists Corp., the only firm to specialize in post-1948 products, having few pre-1948's to rent, UA had little trouble in selling last year its first package of post-1948 films at an average New York price tag of $10,000 per film, and currently is having easy sledding selling its new 52-film package of post-1950 pictures to other metropolitan markets such as Los Angeles, Boston, Washington, Philadelphia and, last week, Miami (WPST-TV buying there [AT DEADLINE, July 8]). To date, UA is reported to have racked up a net of $2.5 million, with market prices ranging from $4,000 up to $10,000 per film.

Trouble in New York

But in New York, where UA seems most interested in placing its newest package (including such hits as "Moulin Rouge," "Red River," "African Queen," "Suddenly," "Return to Paradise," "Night of the Hunter" and "The Purple Plain"), the film company (not a studio *per se* but a financing-distributing organization) is said to be having a hard time finding a station willing to meet its price. Because of its operational set-up, where UA has to deal with individual production firms all of which vary in the amount of money they are seeking from tv runs [B•T, June 10], UA's original package price is unusually high: reportedly $910,000 or $17,500 a film. The stations which are taking a dim view of UA's package price do so not because they feel the product is overpriced but simply because they can't afford it. UA apparently has realized this, and is understood to have agreed to come down considerably—to $785,000 for the package.

Still, the stations are holding out. (Station film buyers contacted by B•T preferred to speak "off the record".) They said that even at $15,000 a film, they could not attract sufficient advertiser interest (at an increased rate card) to operate profitably. It appears they feel they can do so if UA is willing to come down to $10-11,000 a film. But this seems somewhat unlikely at this time. UA has gone on record as expressing its faith in its product and feels it is not the sort of firm to be "bargained with." Should it not find a buyer in New York, there appears to be a good chance that UA may spin off the top 13 "AA" films, selling the remaining 39 at a price more acceptable to New York stations. But the chance is still a good way off.

One station sales manager feels that recent top films, though generally "overpriced," can boost a station's advertiser potential by serving as "loss-leaders." Their recent date of issue, he maintains, will glamorize the station's basic film library and thus attract new advertisers, but "profit-wise" the films will represent a loss to the station. Profits, he explained, would come from the pre-1948 product.

RKO Films to WRCA-TV?

From all appearances, WRCA-TV New York is most keenly interested in enlarging its library, and might very well pick up the 12 post-1948 RKO films C&C Television Corp.'s Matty Fox is selling. (Mr. Fox last week began paying off the Hollywood guilds concerned with the 12 films.) It also is watching with interest the discussions now going on between Associated Artists Productions and the guilds over 12 post-1948 Warner Bros. films. But it would like to buy the UA package. Officials there explain that it's the promotional value of the stars, not just the vehicle, that attracts audiences, and in turn, advertisers.

But WRCA-TV is not alone in eyeing the UA package. Although it has a substantially-bigger library than WRCA, WCBS-TV, with a fair-sized MGM backlog, also has expressed interest in picking up the 52 films. It is understood to be willing to offer—at present—$525,000 for the package. But apparently UA is holding fast. WABC-TV is reported to have offered a higher figure but was turned down. It then settled for a $525,000 Screen Gems package including 13 British-made films originally distributed by Hygo-Unity, now part of SG. The U. S. films were pre-1948, the British in part post-1948.

What of the other stations? WATV (TV) Newark recently has concluded purchase of a National Telefilm Assoc.-20th Century-Fox package of 86 films for $1 million and appears unlikely now to enlarge its library. WPIX (TV) does not "go in" for Grade A feature film. WABD (TV) seems relatively set with its heavy Warner Bros. library sold through AAP. WOR-TV appears to be best off of all, claiming to have enough film on hand (RKO) to last it 2½ years. But WOR-TV, with its *Million Dollar Movie*, may yet "study" the UA package. WATV's NTA purchase is the most recent "high price" film deal in New York.

The stumbling block in the UA package from all appearance seems to be made up of the top "AA" pictures. With UA lacking full title to such films as "Moulin Rouge" (still owned by AAP's Elliot Hyman and Moulin Productions) and "African Queen" (Humphrey Bogart estate controlling), the "heavy" in this drama of want appears to be the producer or the star—both of whom have in many cases incorporated themselves right out of the New York market.

Continental Plans to Film Life in Soviet, Satellites

CONTINENTAL FEATURES, an American-owned tv package company operating out of England, reported last week it has received permission to produce film documentaries on life within the Soviet Union and three satellite nations, Bulgaria, Czechoslovakia and Poland.

Jerry Hoffman, director of operations for Continental, revealed in New York that the company has received permission for the project from Soviet Export Films in London as well as from officials in Bulgaria, Czechoslovakia and Poland. He said government officials of other eastern satellite countries also have indicated they would welcome his company's film crews.

Mr. Hoffman envisages his programs as network presentations and currently is negotiating with several tv networks. He said the programs "definitely" would be telecast, but details would not be available until discussions with prospective sponsors are completed. He said his film crew of eight would leave for Europe in a few weeks.

Mr. Hoffman also said his company has completed pilots on a weekly half-hour tv film series, called *Interview*, which will consist of talks with the heads of countries on "What the world thinks of the United States," and also is planning another weekly film series featuring interviews with U.S. ambassadors abroad.

Framer, New York Board of Trade Sign Agreement for New Tv Series

AN agreement was signed last week between Walt Framer Productions, New York, and the New York City Board of Trade, under which Framer will produce a half-hour program series recounting the career and activities of successful New York businessmen. The series is planned for live telecasting in the New York area initially, with kinescope recordings subsequently to be sold to other stations throughout the country.

A spokesman for Framer said time has not been obtained on any New York outlet, but added the company could not proceed until the cooperation of the New York City Board of Trade has been obtained. The agreement calls for a five-year association, during which time Framer may use the board's representatives and connections for the series.

Tom Russell and Doug Pledger Win Swimming Pools in PEPSODENT'S Disc Jockey Contest!

Whale of a contest! Tom Russell, WEEI, Boston, came in first. Doug Pledger, KNBC, San Francisco, was second. Both get big, Esther Williams Swimming Pools. 16 other valuable prizes to disc jockeys from coast to coast! (Prizes worth $15,000!) Read all about it!

1st Prize
Tom Russell, WEEI

2nd Prize
Doug Pledger, KNBC

The results are in! Judges Ted Persons, *Radio-TV Daily;* Leon Morse, *Billboard;* Florence Small, *Broadcasting-Telecasting;* and Oliver Crawford, *TV Guide*, have weighed the entries and made the awards. It's been a fantastic success. Disc jockeys all over the country went all-out promoting our consumer contest. And, in response to their efforts, consumers everywhere wrote in telling us where the yellow went when they brushed their teeth with Pepsodent. It was a whale of a success—*thanks to you!*

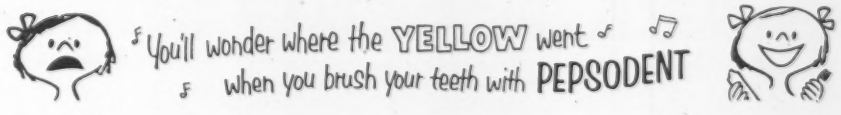
HERE ARE THE 8 TOP PRIZE WINNERS!

First Prize: Tom Russell, WEEI, Boston.

Second Prize: Doug Pledger, KNBC, San Francisco.

Prizes 3 thru 8 (Johnson Outboard Motors): Fred Beck, KABC, Los Angeles; Gordon Eaton, WCCO, Minneapolis; Jack Walker, WOV, New York; Phil Sheridan, WFIL, Philadelphia; Ed Harvey, WCAU, Philadelphia, and Hal Jackson, WLIB, New York.

Ten other prizes! Total Worth of Prizes: $15,000!



"Happy Hunting" starring Ethel Merman and Fernando Lamas

"A PACKED HOUSE EVERY PERFORMANCE"

Producers deal every trick in the book hoping for *one* . . . showgirls tolerate wealthy bachelors until they locate *one* . . . one *packed house.*

For you clients and timebuyers who wanna be in show business, WICU in Erie is the place . . . win, place and show business, straight across the boards!

A LOOK AT THE BOX OFFICE*

SHOW	NATIONAL	WICU
Code 3	13.0	50.0
Groucho Marx	33.6	50.5
Jane Wyman	26.0	52.0
Dragnet	24.1	49.3
Life of Riley	23.5	48.0
George Gobel	23.1	47.5
Big Story	22.5	49.8
Perry Como	31.9	48.9
On Trial	20.8	48.0
Your Hit Parade	23.2	45.8
Kraft TV Theatre	23.4	46.3
Blondie	19.9	47.3
People Are Funny	21.3	46.0
Playhouse of Stars	22.8	45.8

*Telepulse March, 1957

Potential backers interested only in numbers can relax. WICU has a stratospheric range that can snap a Univac . . . high 40's and even 50's. In fact, WICU's ratings look like numbers on a ticket for speeding! (Check the box-office for ratings consistently 20% above the national average!)

Naturally, a spot campaign trailing across WICU's callboard of preferred stocks and properties will yield a fancy return quicker than you can say . . . *money in the bank.*

In the town, in the country, in fact, all around WICU, Erie . . . the area is loaded with sales nuggets for prospecting timebuyers. For marketing details continue up "Golden Gulch" as documented on the next page.

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

WB/TV FORECASTS $1 MILLION IN TV COMMERCIALS FIRST YEAR

- **Warner Bros. unit also producing other tv, industrial films**
- **Jack Warner Jr. sums up first year's experiences, progress**

IN ITS first operating year, WB/TV Commercial & Industrial Films Inc. will turn out "at least $1 million worth of tv commercials," according to Jack Warner Jr., vice president of this subsidiary of Warner Bros. Pictures.

That figure is for tv commercials only, Mr. Warner emphasizes, and does not cover industrial films made by his organization nor such special jobs as the AT&T science programs for tv which WB/TV is now preparing to produce for telecasting starting in the fall of 1958.

MR. WARNER

The operating year should be measured from last November, when WB/TV started work on its first commercial assignment, for Eastman Kodak Co. through J. Walter Thompson, Mr. Warner said, although its inception dates back to July 1956, "when we first started to study a bunch of old story boards collected from advertising agencies to see whether it made sense for Warner Bros. to get into the business of making commercials for advertisers to use on tv." Even after the decision was made and operations begun, Warners continued its cautious approach to this new business and not until February were sales offices established in New York and Chicago.

In a long history of making motion pictures for theatres, production costs had always been a matter for internal consideration only, but now Warner Bros. was getting its first experience with competitive bidding. "We went into it with a good deal of trepidation," Mr. Warner recalls, "but today that's all gone, and we face the future with high hopes."

Although Warners is not the only, nor indeed the first major studio to get into the production of tv commercials, Mr. Warner attributes a major share of the credit for WB/TV's progress to the fact that the full studio facilities of the picture company are available for tv commercials. In addition to the obvious advantages of offering WB/TV clients the use of backgrounds constructed at great expense for feature pictures, he points out that the studio has its own dubbing department, its own processing lab and its own animation department, all available to WB/TV, whose work can be handled expeditiously without waiting for outside services to get around to it. In addition, WB/TV has installed a special optical effects department of its own, something not needed for motion pictures but very important for tv, where "white on white and letters that jump out at you and similar effects can add a great deal to the impact of a commercial," he notes.

Of almost equal importance, Mr. Warner believes, is the WB/TV office set-up, located in a former apartment building across the street from the Warner studio lot. Here are Mr. Warner's office and that of Walter Bien, operations head of WB/TV. Here is space for their staff and a good-sized conference room. Here, more unusually and most importantly, are a number of apartments-turned-into-offices for occupancy by advertisers or their agency representatives during the planning and production of their tv commercials.

This arrangement facilitates the close contact between advertiser and producer that WB/TV holds essential for the best results. Giving the client or his agent immediate

CONSTRUCTION *of Warner Bros.' new $1 million television building, for which plans have been completed as shown in this drawing, will start immediately, Jack L. Warner, president of Warner Bros. Pictures, announced last week. Designed to provide the world's most complete executive, editing and projection facilities for television, the 135-by-240-foot, two-story building will contain 26 office suites with a total of 130 individual offices. It also will house 26 fully equipped film editing rooms and four complete projection rooms.*

WICU, ERIE . . .
The pick of the packed houses . . .

From every angle, the WICU, Erie market area looks mighty prosperous. Take this recent bird's eye view of Erie's perfect natural harbor now under study as a vital link in the development of the St. Lawrence Seaway. Currently, the Port of Erie handles cargo in excess of 7 million short tons annually, thanks to . . .

- DIVERSIFICATION — Greater Erie encompasses more than 420 manufacturing plants of all sizes from paper products, electric locomotives, boilers, engines to castings, forgings (the metal type) and plastics.
- MAGNETIC ATTRACTION — Seven miles of unbroken beach, averaging a minimum width of 300 feet, challenge bathers and kids loaded with shovels. An estimated 5 million sun-dodgers will enlist in Erie's beach maneuvers this year.

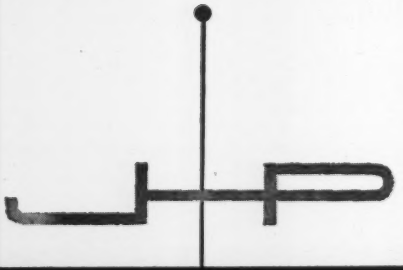
All around Erie, as far as you can flutter a buck, the market picture shapes up mighty profitably. Ben McLaughlin, General Manager, just looks out the WICU station window and counts freighters chugging into view, loaded with Erie merchandise.

WICU
ERIE, PA.
CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager
Represented Nationally By
EDWARD PETRY AND CO., INC.
New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

take 5

and get the whole
rich northern
Florida market, that
The PERRY STATIONS
cover as no
other media can . . .
completely, effectively,
and with apparent but
deceptive ease.

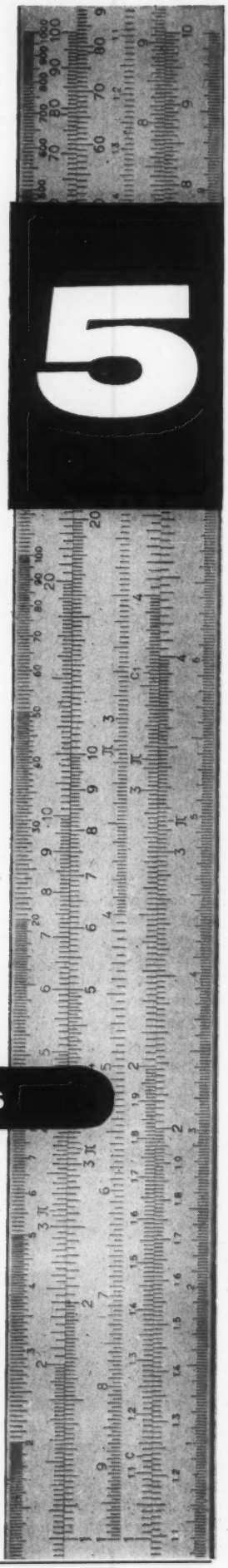


THE PERRY STATIONS

1 WJHP AM/FM/TV *Jacksonville*
2 WCOA *Pensacola*
3 WTMC *Ocala*
4 WDLP *Panama City*
5 WESH-TV *Daytona Beach*

Radio Stations Represented By:
JOHN H. PERRY ASSOCIATES

TV Stations
REPRESENTED BY PETRY



and easy access to production executives encourages him to discuss with them in detail just what he expects his commercial to accomplish, enables the producers to apply their film making know-how to the advertiser's problems and results in better commercials at lower cost. This makes the client happy and the next time he wants some tv commercials made he'll think of WB/TV first instead of shopping around.

That theory has worked well in practice. "The office arrangements have been excellently received by the agencies with whom we have done business," Mr. Warner reports. "We work together as early as possible with our clients and having nice facilities here for them in office space is sometimes just as important as having proper production facilities on the stages."

The list of WB/TV clients reads like the blue chip section of the ANA directory. There are Procter & Gamble, Colgate-Palmolive and Lever Bros.; Gallo, Gillette, Kaiser and Kellogg, to name only a few. There's RCA Victor for whom WB/TV turned out the "floating tv set" commercials that won the new firm its first professional recognition: an award from the Art Directors Club of New York which selected this series as one of the nine outstanding tv commercials of 1956. And there are so many beer accounts that for a while WB/TV was nicknamed the Warner Bros. brewery.

"We've been about as successful as we could expect to be under the competitive set-up," Mr. Bien comments. "With all of us dealing with the same unions and paying the same price for film stock, it's the different concepts that different producers have of the job to be done that create the difference in bids. That's why we like to work with the advertiser and agency as early as possible, so we can get their concept and do our planning accordingly.

"Bidding, while important, is only one factor in determining who gets the business," he adds, mentioning such matters as availability of stage space and the rapport between advertiser and/or agency and the tv film producer. "We've never bid on a job just to get it. Nor have we ever stuck a client with an overcharge because he might not know the difference. We aim at giving the customer a fair price and at making a fair profit ourselves, and it's worked out pretty well, despite a few mistakes in our advance estimates."

Asked to sum up the differences between producing motion pictures for theatres and commercials for television, Mr. Warner cites tv's small screen versus the large screens of movie theatres and the greater attention given to minute detail in the commercials and "above all, the fact that the product rather than an individual is the star." His major discovery about the making of tv commercials, he says, "is that it is a matter of respecting the wishes of the client and trying to translate them into the best commercial possible.

"The producer who makes constructive suggestions throughout the pre-production phases and during actual production as well as the more important time of putting the film together and assembling the opticals, the

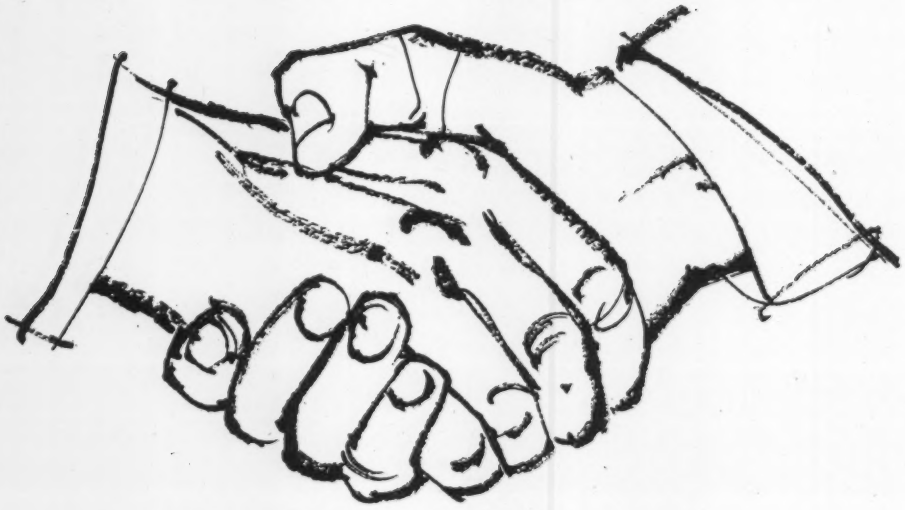
Millinery by The Blum Store, Philadelphia

more women listen to
WPEN'S 950 CLUB than any
other program in Philadelphia*

THE STATION OF STAR ENTERTAINERS WPEN

**Latest Pulse Report*

REPRESENTED NATIONALLY BY GILL PERNA, INC. *New York, Chicago, Los Angeles, San Francisco, Boston*



Kansas' Leading Radio Station

WIBW

CBS—580 kc—5000 watts

Topeka's Only Television Station

WIBW-TV

CBS-ABC—Channel 13—316,000 watts

Serving Topeka and the booming
industrial-agricultural Kansas market

are pleased to announce
the appointment of . . .

AVERY-KNODEL

INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

as exclusive
national sales representatives

WIBW and WIBW-TV are a Division of Stauffer Publications, Inc.
Affiliated with the Topeka State Journal and Topeka Daily Capital

track, etc. is doing much to help make a better product. The agency which recognizes the special qualifications of a producer to advise about better ways to make film is helping his client, in turn. Like anything else, motion picture making, as well as putting together an advertising campaign, is a result of teamwork of many people sharing common knowledge and if one group tries to shut out the other they only hurt themselves in the long run. This awareness of team and the knowledge that working together we can make a better product for the client and make a happier client who will keep coming back for more film—that's the biggest thing we've learned so far."

Warner Bros. to Erect $1 Million Tv Building

THE increased importance of television in the motion picture world was highlighted last week with the announcement that a $1 million television building will be erected on the Warner Bros. Pictures lot in Burbank as headquarters for the company's expanding tv activities, which call for a $15 million tv film production schedule for the coming year.

Filming of four series, which the studio estimates will reach a weekly tv audience of 135 million, will proceed at full speed with the first films to go on the air this September. The announcement reported the four series, all scheduled for ABC-TV telecasting, are: *Cheyenne*, starting its third year on ABC-TV alternate Tuesdays, 7:30-8:30 p.m., with General Electric Co. as sponsor; *Sugarfoot*, alternating with *Cheyenne* with American Chicle Co. sponsoring this new adventure series; *Maverick*, another full hour series to be sponsored by Kaiser Industries Corp. and Kaiser Aluminum on Sunday, 7:30-8:30; *Colt .45*, frontier adventure series which Campbell Soup Co. will sponsor Friday, 10-10:30 p.m.

Plans have been completed for the new tv building and construction will start immediately, Jack L. Warner, company president, said. It will be a two-story structure, measuring 135 by 240 feet and containing 26 office suites with a total of 130 individual offices, 26 film editing rooms and four complete projection rooms. Further building is planned, Mr. Warner said, to meet the anticipated demand for more tv facilities.

In addition to the four outdoor program series being filmed for ABC-TV, Mr. Warner pointed out that Warner Bros. also has contracted to produce four one-hour color films on scientific subjects to be used on tv and in the classroom, which the studio will turn out under the general supervision of an advisory board of foremost scientists.

Wilding's Thompson Dies at 46

LAST RITES were held Friday morning for Langston (Lang) S. Thompson, 46, executive vice president of Wilding Picture Productions Inc. and veteran in the industrial motion picture field, who died in Evanston, Ill., July 9.

Mr. Thompson joined Wilding's Detroit branch in 1948 as an account executive and last year was elected executive vice president, subsequently being named president of Wilding-Henderson Inc., subsidiary of the parent firm. He was general manager of Wilding, headquartering in Chicago.

Survivors include his wife, Millicent; a son, Lang Jr., 7; and two daughters, Melanie, 13, and Carol, 11.

BACHE & CO. LAUDS UNIVERSAL 'RECORD'

- **Earnings of firm noted**
- **Big SG-UP deal pending**

UNIVERSAL PICTURES, which any day now may be expected to make public a $20-30 million agreement with Screen Gems Inc., tv subsidiary of Columbia Pictures Corp. [B•T, June 17, May 6], "appears to be one of the overlooked equities in the motion picture industry," according to Bache & Co., New York investment house.

Bache security analysts, in a memorandum to its staff of brokers and customers' men, urges members to take another look at Universal's "favorable record." Bache notes the company has had one of the best earning records from theatrical motion pictures of any studio with Universal's backlog of fully-depreciated pre-1948 films ("the value of these films [in television], on a per share basis, according to recent sales or leases by other companies, is equal to a major portion of the market price of the shares . . ."). Bache concludes that since Universal's gross revenue between 1948 and 1956 has grown from $58 million to $78 million, the company has indeed a "favorable record." As an aside, Bache says that this is all the more so "in view of the uncertainty inherent in the industry due to the inroads made by tv."

Of Universal's film library, Bache says this: Although Universal has been stepping up its tv commercial production operations, and although it has licensed its old cartoons and some westerns to tv, "this has not yet become importantly relative to total revenues and earnings." But, says Bache, "the large potential exists in the fully-depreciated library." It notes that "to date, every successive sale or lease of a major film library has commanded a substantially higher price. Based on these transactions, and the relative quality of the films, it appears that Universal's library is worth at least $30 million in an outright sale." But Bache adds that Universal's management has gone on record as being opposed to an outright sale, preferring a long-time lease, "thereby retaining the story rights, theatrical release and other valuable rights." But it believes that "undoubtedly, some time in the near future substantial income or capital gain either in a lump sum or over a period of years will be provided by these films."

(The Universal-Screen Gems deal, currently being finalized, will place more than 550 Universal films into circulation, and will bring the Screen Gems library to well over 1,500 features, making SG the number one tv syndicator [in properties] in the industry. The base price of the agreement is said to be $20 million but reportedly is expected to come to $30 million over a long term period. The agreement, for 10 years, gives SG complete domestic rights, but does not cover foreign rights. SG officials last week indicated the announcement is "expected any day.")

An interesting facet of the Bache report was the first public revelation of Decca Records' interest in the movie company. Decca, according to Bache, controls 80% of Universal's common stock.

The Bache report lists the extent to which Decca Records controls Universal. The recording company owns 80% of Universal's common stock, and this implies, says Bache, "an eventual merger of the two companies is possible." Milton R. Rackmil, Decca president, also is president of Universal. Universal's income, declares the report, furnished Decca with about half of its 1956 income, and thus, "an analysis . . . of one company should not be made independently of the other, but rather in relation to the other company." Decca's sales between 1954 and including 1956 rose from $18.9 million to $26.8 million.

NBC Television Films Elevates Curtis, Tobin, Five Others

ELEVATION of Daniel M. Curtis and John F. Tobin to manager of regional sales and eastern sales manager highlighted the promotions of seven sales executives announced last week by H. Weller Keever, vice president of NBC Television Films, a division of California National Productions.

Mr. Curtis had been eastern sales manager and before that, central sales manager. Mr. Tobin had been northeast sales supervisor.

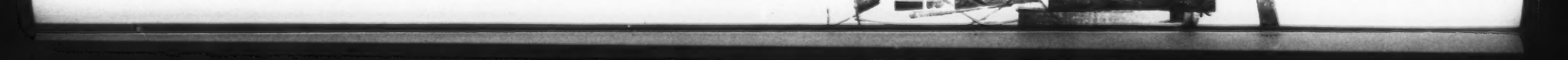
Promoted to sales supervisors: William Breen from the southeast to the northeast region; Jules Arbib from sales representative for New York state to southeast; Richard Baldwin from south central to central; Herbert Miller from sales representative in Missouri and Kansas to midwest, and Robert Blackmore from sales representative in northern California to California.

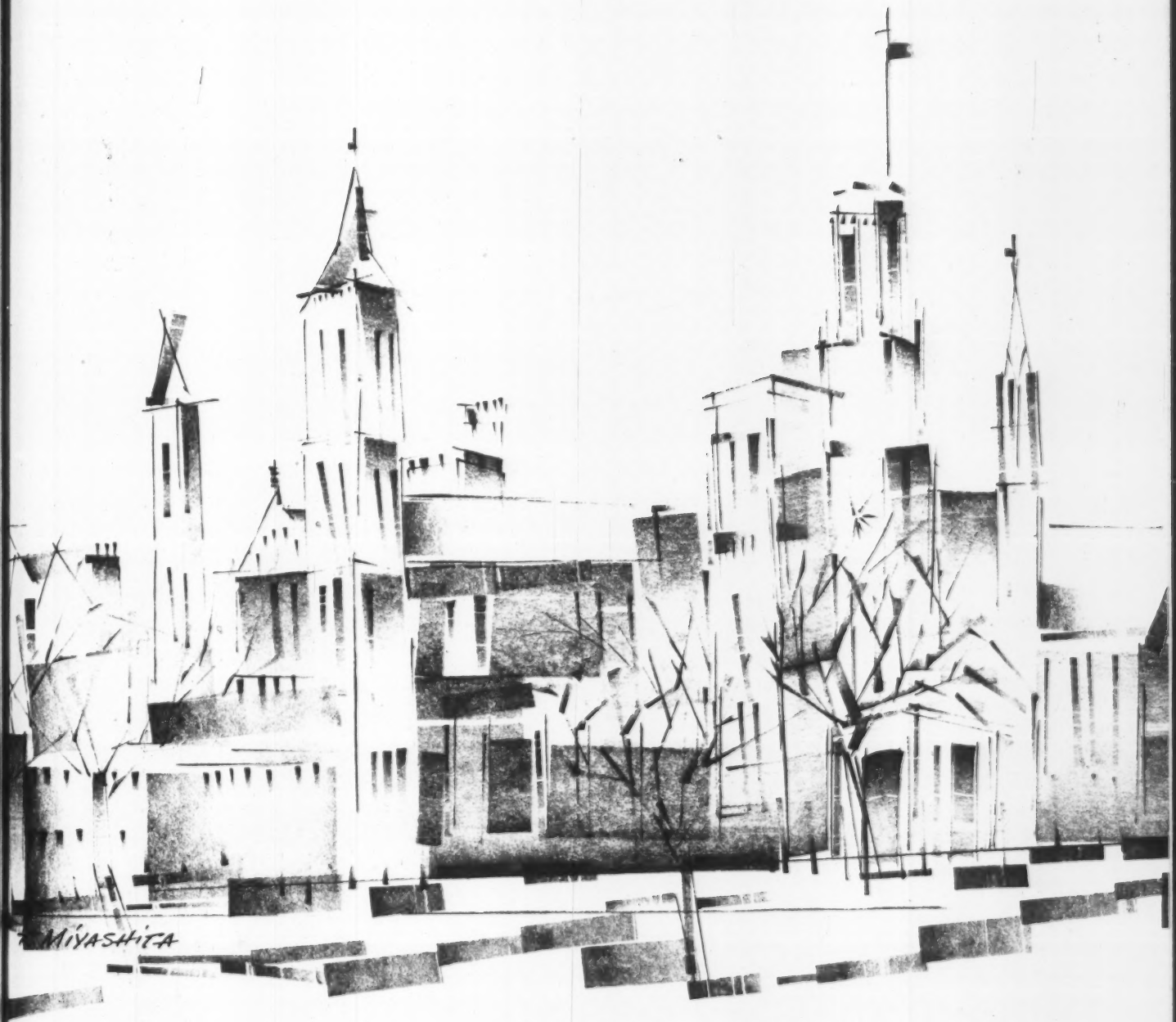
THE entire AAP cartoon package, consisting of 337 Warner Bros. cartoons and 234 of Popeye, are here purchased by Ben Beckham Jr., general manager of KSLA-TV Shreveport, La. Standing behind Mr. Beckman (l to r) are: Winston Linam, KSLA station manager; Robert Montgomery, from the AAP Dallas Office; Dean Flett, KSLA sales manager.

THE SMITHSONIAN INSTITUTION :

one of a series of impressions
of Washington by T. Miyashita
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales




MIYASHITA

THE SMITHSONIAN INSTITUTION *by T. Miyashita*
Third of a series of impressions of Washington commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.

New CNP Film System Offers Quantity, Speed

AN electronically recorded film system that can be processed and printed in quantity, "both rapidly and economically," was unveiled last week by the newly established film service department of California National Productions Inc., an NBC subsidiary. Titled Calnatron, the system was "pioneered in part by RCA for use in television broadcasting" but was perfected by CNP "principally to provide industry with a revolutionary means of sight-and-sound presentations."

The medium "makes available a uniform, high quality film with the desired impact of in-person communication no matter where it is seen," CNP declared.

In a sense, the system involves the production of what amounts to a carefully controlled kinescope of a closed circuit live tv performance or sales message.

Theodore H. Markovic, manager of NBC-TV Film Service Sales, will head CNP's Calnatron operations, it was announced Thursday. Mr. Markovic, a veteran of 20 years experience in all phases of film production, will report directly to H. Weller Keever, vice president of NBC-TV Film Sales.

In discussing the new system, Robert D. Levitt, CNP president, said: "The most pressing shortage today is the element of time. The demands on the time and energy of key persons in industry and public life seem to be constantly outdistancing technology's giant strides to provide us with easier, quicker ways of doing things. We believe our Calnatron system will prove an invaluable time and money saver for the harassed executive."

Calnatron embraces many features of electronic television recording, CNP said. It originates in a television studio where facilities—lights, cameras, sound equipment and transmission lines—"capture qualities of spontaneity that formerly could have been imparted only in live talks." Messages are delivered before television cameras which pick up the picture from the studio while a master control board corrects any shortcomings in lighting. It is then transmitted to a receiver where it is photographed on special motion picture film. Special laboratory techniques in film processing serve to reduce sharply what heretofore has been an expensive, time consuming affair.

At less than half the cost of motion pictures, CNP declared, Calnatron cuts studio time to a fraction and reduces expenses of edition, while eliminating excessive negative raw stock and developing. In addition, the process makes it possible for sound to be transferred directly from the sound tape to the final print, eliminating re-recordings. Lengthy rehearsals and re-shooting also are eliminated.

For the first time, CNP officials said, it now is economically feasible to record with the Calnatron system an entire Broadway stage production—settings, lighting, dramatic techniques and wardrobes, as well as the original cast's performances—as an exact permanent reference for subsequent study by road companies or transposition by producers into feature films.

Ziv Tv's 'Casey Jones' Series Reported Sold in 25 Markets

SCREEN GEMS' new half-hour tv film series, *Casey Jones*, has been sold in 25 markets in the month since the film company and KTTV (TV) Los Angeles, WPIX (TV) New York and the Westinghouse Broadcasting Co. concluded a production partnership agreement on the series, it was announced last week by Jerome Hyams, SG director of syndication sales.

The company's sales staff under Bob Seidelman, manager of syndication sales, has been making presentations to regional sponsors, according to Mr. Hyams. He added that production on the series began on the West Coast several weeks ago.

Mr. Hyams reported sales also have been completed on SG's packages of feature films. The *Hollywood Premiere Parade* package of feature films, he said, has been sold to WBZ-TV Boston, WDSU-TV New Orleans and WXIX-TV Milwaukee, raising total markets sold to 75. He added that recent sales have increased the markets on the *Hollywood Mystery Parade* of feature films to 72.

Haight Named NTA Treasurer

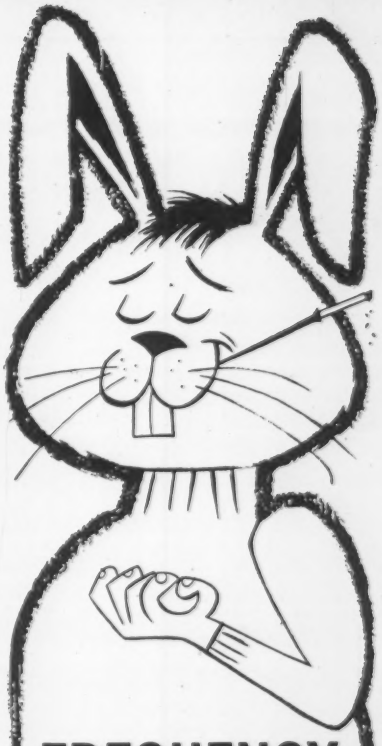
APPOINTMENT of Eric H. Haight, who has been active in the motion picture and financial fields for 30 years, as treasurer of National Telefilm Assoc., New York, was announced last week by Ely A. Landau, president.

MR. HAIGHT

Mr. Haight was president of Films Inc., New York, for 18 years until 1951 when the non-theatrical film company was sold to Encyclopedia Britannica Films Inc. He served with Encyclopedia Britannica films for several years as president and recently has been with Spencer Trask & Co., New York investment brokers, and with International Affiliates Inc., New York, engaged in private investment activities.

Ziv Tv Series Sells in 85 Cities

ZIV Television Programs' *Harbor Command* half-hour tv film series has been sold in 85 markets in advance of the official opening of the sales campaign this week, M. J. Rifkin, vice president in charge of sales for Ziv Tv, announced last week. He noted that Theo. Hamm Brewing Co. has signed for 55 cities and Miles Labs. (Alka-Seltzer and One-a-Day tablets) for major western markets including Los Angeles, San Francisco, San Diego and Portland, Ore.



FREQUENCY

There are all kinds, but the kind that really stirs the heart of Al Terrence is the **sales frequency** that boosted his annual carpeting sales volume from $200,000 to $3 million in four short years.

KTTV's part in this growth is a matter of record... Al's record...

Al asks each new customer what brought him to the Al Terrence Carpet Company, and more than two-thirds cite Paul Coates' **Confidential File** and KTTV.

There's much more to the story. Just ask Al Terrence...

Better yet, ask your KTTV sales rep for the full KTTV story on **frequency**..

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN JUNE

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Top Plays of '57*	(Scr. Gems)	Tues. 10:30	WRCA-TV	14.4
2.	*Highway Patrol*	(Ziv.)	Mon. 7:00	WRCA-TV	12.5
3.	*Code 3*	(ABC)	Mon. 10:30	WRCA-TV	11.3
4.	*Death Valley Days*	(McC-E)	Wed. 7:00	WRCA-TV	10.1
5.	*Guy Lombardo*	(MCA-TV)	Thurs. 7:00	WRCA-TV	7.3
6.	*Whirlybirds*	(CBS Film)	Thurs. 7:30	WPIX	7.0
7.	*Popeye*	(AAP)	Mon.-Fri. 6:00	WPIX	6.6
8.	*Silent Service*	(NBC Film)	Fri. 7:00	WRCA-TV	6.5
9.	*Celeb. Playhouse*	(Scr. Gems)	Tues. 7:00	WRCA-TV	6.3
10.	*Men of Annapolis*	(Ziv)	Tues. 10:30	WABC-TV	6.0
10.	*My Little Margie*	(Official)	Sat. 6:30	WCBS-TV	6.0

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Mon. 9:00	KTTV	19.6
2.	*Death Valley Days*	(McC-E)	Sat. 7:00	KRCA	14.5
3.	*Confidential File*	(Guild)	Mon. 9:30	KTTV	14.1
3.	*San Fran. Beat*	(CBS Film)	Sat. 9:30	KTTV	14.1
4.	*Whirlybirds*	(CBS Film)	Mon. 7:30	KHJ-TV	12.7
5.	*Men of Annapolis*	(Ziv)	Thurs. 7:30	KNXT	12.2
5.	*Search For Adven.*	(Bagnall)	Thurs. 7:00	KCOP	12.2
6.	*Sheriff of Cochise*	(NTA)	Sat. 7:30	KTTV	10.3
7.	*Superman*	(Flamingo)	Fri. 6:30	KABC-TV	9.9
8.	*Annie Oakley*	(CBS Film)	Thurs. 6:00	KABC-TV	9.7
9.	*Buffalo Bill, Jr.*	(CBS Film)	Fri. 6:00	KABC-TV	9.4
9.	*Dick Powell*	(Official)	Fri. 10:00	KNXT	9.4

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*State Trooper*	MCA-TV	Wed. 9:30	WNBQ	19.9
2.	*Secret Journal*	MCA-TV	Sat. 10:00	WNBQ	17.0
3.	*Silent Service*	(NBC Film)	Tues. 9:30	WNBQ	15.6
4.	*Sheriff of Cochise*	(NTA)	Fri. 7:30	WNBQ	13.8
5.	*Highway Patrol*	(Ziv)	Fri. 8:00	WGN-TV	11.9
5.	*Star Performance*	(Official)	Sat. 9:30	WBBM-TV	11.9
6.	*Superman*	(Flamingo)	Fri. 6:00	WGN-TV	11.3
7.	*City Detective*	(MCA-TV)	Fri. 9:30	WGN-TV	11.0
8.	*Studio 57*	(MCA-TV)	Mon. 9:30	WBKB	10.5
9.	*Don Ameche*	(TPA)	Tues. 9:30	WGN-TV	10.3
10.	*San Fran. Beat*	(CBS Film)	Tues. 9:00	WGN-TV	10.1

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Sheriff of Cochise*	(NTA)	Mon. 10:30	WRC-TV	15.0
2.	*Death Valley Days*	(McC-E)	Mon. 7:00	WRC-TV	11.9
3.	*Jungle Jim*	(Scr. Gems)	Wed. 6:00	WMAL-TV	11.7
4.	*Highway Patrol*	(Ziv)	Sat. 7:00	WTOP-TV	11.1
4.	*Silent Service*	(NBC Film)	Tues. 10:30	WTOP-TV	11.1
5.	*Ramar*	(TPA)	Wed. 7:00	WTOP-TV	10.5
5.	*Superman*	(Flamingo)	Tues. 7:00	WRC-TV	10.5
6.	*I Led 3 Lives*	(Ziv)	Wed. 7:30	WTOP-TV	10.0
7.	*Frontier*	(NBC Film)	Sat. 10:30	WTOP-TV	9.5
7.	*Lone Wolf*	(MCA-TV)	Tues. 10:30	WRC-TV	9.5
7.	*Soldiers of Fort.*	(MCA-TV)	Mon. 7:00	WTOP-TV	9.5
7.	*Star & Story*	(Official)	Wed. 10:30	WRC-TV	9.5

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*O. Henry Playhouse*	(Gross-Krasne)	Sun. 9:30	KSTP-TV	19.2
2.	*State Trooper*	(MCA-TV)	Tues. 9:30	KSTP-TV	19.0
3.	*Sheriff of Cochise*	(NTA)	Sat. 9:30	WCCO-TV	17.7
4.	*Search For Adven.*	(Bagnall)	Mon. 9:30	WTCN-TV	14.3
5.	*Highway Patrol*	(Ziv)	Thurs. 10:30	KSTP-TV	12.7
6.	*Studio 57*	(MCA-TV)	Wed. 9:30	KSTP-TV	12.5
7.	*Badge 714*	(NBC Film)	Tues. 10:30	KSTP-TV	12.2
8.	*Secret Journal*	(MCA-TV)	Fri. 7:30	KSTP-TV	11.9
9.	*Death Valley Days*	(McC-E)	Sat. 6:00	WCCO-TV	11.7
10.	*Buffalo Bill Jr.*	(CBS Film)	Sat. 11:30 a.m.	WCCO-TV	11.0
10.	*City Detective*	(MCA-TV)	Fri. 10:30	KSTP-TV	11.0

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Search For Adven.*	(Bagnall)	Wed. 7:00	KING-TV	44.0
2.	*Death Valley Days*	(McC-E)	Thurs. 8:00	KOMO-TV	29.9
2.	*Highway Patrol*	(Ziv)	Thurs. 7:00	KOMO-TV	29.9
3.	*Silent Service*	(NBC Film)	Wed. 7:30	KING-TV	27.0
4.	*Studio 57*	(MCA-TV)	Fri. 7:00	KING-TV	24.4
5.	*Whirlybirds*	(CBS Film)	Thurs. 8:30	KING-TV	21.7
6.	*Code 3*	(ABC)	Sun. 10:00	KING-TV	19.8
7.	*Men of Annapolis*	(Ziv)	Fri. 9:00	KOMO-TV	18.4
8.	*Life of Riley*	(NBC Film)	Thurs. 7:30	KING-TV	17.4
9.	*Badge 714*	(NBC Film)	Sun. 9:30	KING-TV	16.7
10.	*Last of Mohicans*	(TPA)	Mon. 6:00	KING-TV	15.5

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Sheriff of Cochise*	(NTA)	Sun. 10:30	KYW-TV	27.4
2.	*Highway Patrol*	(Ziv.)	Tues. 10:30	WJW-TV	20.7
3.	*State Trooper*	(MCA-TV)	Mon. 10:30	KYW-TV	19.3
4.	*Death Valley Days*	(McC-E)	Sat. 7:00	WJW-TV	19.0
5.	*Men of Annapolis*	(Ziv)	Wed. 10:30	KYW-TV	18.7
6.	*Annie Oakley*	(CBS Film)	Sat. 6:30	WJW-TV	16.5
6.	*Range Rider*	(CBS Film)	Sun. 7:00	WEWS	16.5
7.	*Silent Service*	(NBC Film)	Sat. 10:30	WJW-TV	15.2
8.	*Soldiers of Fort.*	(MCA-TV)	Thurs. 7:00	KYW-TV	13.7
9.	*All Star Theatre*	(Scr. Gems)	Sun. 6:00	WJW-TV	13.6
10.	*Buffalo Bill, Jr.*	(CBS Film)	Sat. 11:30 a.m.	KYW-TV	13.5

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Fri. 10:00	WAGA-TV	22.8
2.	*Superman*	(Flamingo)	Thurs. 7:30	WSB-TV	22.1
3.	*Dr. Christian*	(Ziv)	Wed. 9:30	WSB-TV	19.8
4.	*Science Fiction*	(Ziv)	Tues. 9:30	WAGA-TV	19.6
5.	*Search for Adven.*	(Bagnall)	Tues. 10:00	WSB-TV	17.2
6.	*Man Called X*	(Ziv)	Mon. 10:00	WAGA-TV	16.1
7.	*Badge 714*	(NBC Film)	Mon. 9:30	WSB-TV	15.8
8.	*Mr. D. A.*	(Ziv)	Sat. 10:00	WAGA-TV	15.4
9.	*State Trooper*	(MCA-TV)	Wed 10:00	WAGA-TV	14.3
10.	*Buffalo Bill, Jr.*	(CBS Film)	Wed. 6:00	WLWA	13.8

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 9:30	WBNS-TV	39.1
2.	*Sheriff of Cochise*	(NTA)	Sat. 10:00	WBNS-TV	28.5
3.	*Last of Mohicans*	(TPA)	Sat. 9:30	WBNS-TV	26.2
4.	*Frontier Doctor*	(H-TV)	Fri. 9:30	WTVN-TV	22.5
5.	*Men of Annapolis*	(Ziv)	Fri. 8:30	WBNS-TV	21.2
6.	*San Fran. Beat*	(CBS Film)	Sun. 8:30	WBNS-TV	19.8
7.	*Waterfront*	(MCA-TV)	Fri. 10:15	WBNS-TV	19.2
8.	*Celeb. Playhouse*	(Scr. Gems)	Tues. 10:15	WBNS-TV	16.8
9.	*State Trooper*	(MCA-TV)	Mon. 9:30	WTVN-TV	16.1
10.	*Buffalo Bill, Jr.*	(CBS Film)	Fri. 6:00	WTVN-TV	14.6

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Frontier*	(NBC Film)	Fri. 10:30	WNAC-TV	25.6
2.	*Waterfront*	(MCA-TV)	Sun. 7:00	WNAC-TV	23.8
3.	*Sheriff of Cochise*	(NTA)	Sun. 6:00	WNAC-TV	21.3
4.	*Secret Journal*	(MCA-TV)	Tues. 10:30	WNAC-TV	20.4
4.	*State Trooper*	(MCA-TV)	Sun. 10:30	WNAC-TV	20.4
5.	*Search For Adven.*	(Bagnall)	Sun. 5:30	WNAC-TV	18.3
6.	*Count of Monte Cristo*	(TPA)	Tues. 8:30	WNAC-TV	17.4
7.	*Highway Patrol*	(Ziv)	Wed. 10:30	WBZ-TV	17.1
8.	*City Detective*	(MCA-TV)	Fri. 11:05	WNAC-TV	16.5
9.	*Annie Oakley*	(CBS Film)	Sun. 5:00	WNAC-TV	16.0
10.	*San Fran. Beat*	(CBS Film)	Sat. 11:05	WNAC-TV	15.4

WCAU-TV means PHILADELPHIA salesmanship

Fastest moving iron in Philadelphia today is the new Mary Proctor Steam and Dry Iron. It climbed to top spot when Proctor Electric Company picked WCAU-TV to launch its new Mrs. America Model. In the test campaign WCAU-TV was the only station used. Sales were twice as high as Proctor's optimistic estimates.

Local sales successes encouraged Proctor to go national with the same type of TV campaign. How did it happen? WCAU-TV gave Proctor full 35-county coverage of the Greater Philadelphia Market, and an audience already tuned in, thanks to programming leadership and the high-rated adjacencies to the Proctor spots. And WCAU-TV effectively merchandised the Proctor advertising. That's what's behind WCAU-TV salesmanship. Can we put some of it behind your product?

WCAU-TV
Philadelphia

The Philadelphia Bulletin Television station. Represented by CBS-TV Spot Sales. Philadelphia's most popular station. Ask ARB. Ask Telepulse. Ask Philadelphians.

CBS *Also CBS for Northeast Pennsylvania* **WDAU-TV** *Scranton*

TV WON'T STAMPEDE TO HOLLYWOOD

But loss of top-drawer, 'prestige' shows could hurt New York

TELEVISION is not deserting New York's asphalt canyons for the Hollywood hills—at least, not right away.

An analysis by B•T of the 1957-58 fall schedule with that of the current season, considering origin of network program production as the key factor, discloses that there is no appreciable shift of hours of production from New York to Hollywood nor is there a transfer of programming from live to film (see box below). It cannot be refuted, however, that New York has lost ground to Hollywood not easily measured in statistical terms.

One compelling consideration not pointed up in figures and charts is the number "prestige" shows carried from any given city. Indubitably, it was the loss of several well-known dramatic shows and top-drawer variety programs that formed the basis for prevailing forebodings that television, in radio's path, is heading for Hollywood.

Unless the trend is stopped, New York's future appears to be aligned with daytime serials, quiz shows, a portion of the live musical programming, news and special events telecasts and perhaps a smattering of dramatic programs. The networks themselves are reluctant to shed too much light on this development, however, though their plans for expansion of facilities in Hollywood would seem to indicate Hollywood is the production center of the future. But they are moving slowly and evaluating all angles before making commitments.

One significant point not spotlighted in an over-all analysis of production origination is that in important prime evening time Hollywood programming is moving steadily ahead of that produced in New York. Whereas this past season, Hollywood led New York by an approximate 55% to 45% division, a projection for next season has Hollywood ahead by about 70% to 30% (discounting the few network programs that originate in other cities).

Perhaps CBS-TV has the most ambitious —and farthest advanced—plans for producing in Hollywood. It is expected the network's Television City in Hollywood ultimately will encompass 25 acres and represent a total cost of about $50 million. The original 15-acre plant was built at a price of about $12 million; two weeks ago, CBS-TV announced the start of construction on additions to the plant to cost $6-7 million [B•T, June 24]. It is pertinent to mention that CBS-TV announced at the start of step two in its expansion program that this move was undertaken to accommodate the increase in programming load since the original plant was built in 1951, and to fulfill future requirements of the program schedule. But typical of the go-slow strategy of the networks was a report [CLOSED CIRCUIT, B•T, July 8] that CBS-TV has placed a stop order of its expansion of Television City in Hollywood on the basis of a preliminary report by Robert Heller & Assoc., Cleveland, management-engineering firm.

A breakdown of CBS-TV's program production schedule for this fall (not counting a few periods still undetermined) shows that almost 51 hours of live programs and three hours of film programs will be produced in New York. This compares with more than 49½ hours of live shows and two hours of film shows produced in New York during the past season. For Hollywood, 5½ hours of live and 14 hours of filmed programs will be produced there, starting this fall, as against 8 hours of live and 15 hours of film during 1956-57. On the surface, New York stacks up favorably but——

Missing from CBS-TV's fall line-up will be powerhouse programs produced in New York such as the *Jackie Gleason Show* (Sat. 8-9 p.m.) and *Arthur Godfrey Show* (Wed., 8-9 p.m.). The replacement for *Gleason* is the filmed *Perry Mason* series from Hollywood, although another live show from New York, *Big Record* (variety), will fill the *Godfrey* slot. Although at first glance this setback in New York does not seem calamitous, it cannot be overstated that two successful, long-running shows have been dropped and a replacement for one of them is an untried series. It is also noteworthy to mention that of CBS-TV's new entries set for the fall, only the *Big Record* is a live show from New York. The filmed programs from Hollywood to be unveiled in the fall are *It Gives Me Great Pleasure, Harbormaster* and *Have Gun, Will Travel.*

NBC-TV last spring completed a $6 million building expansion program at its Burbank, Calif., plant, covering 48 acres. The network reports it has invested more than $13 million at Burbank. The latest addition covering a color studio, a technical building and an office building. The color studio is the second one to be built by NBC in Burbank and will be placed into use next fall when the network originates many of its "prestige" shows from the West Coast.

At NBC-TV, the statistics as a whole fall down on reflecting a meaningful picture. For example, it shows that for the fall, about 16½ hours of live program will be produced from Hollywood as compared with about 18½ hours this past season, and 13½ hours of filmed programming will be produced there as against 12½ hours in 1956-57. The statistics do not reveal that in live programming the special "block-busters" that the network has arranged for the fall will emanate from Hollywood. These include *Hallmark Hall of Fame, Bob Hope Show* (six programs), *Jerry Lewis Show* (six programs), *Fairy Tales* (10 programs, live with some film), *Dean Martin Show* (two programs), and such one-time only "specials" as "Eleven Against the Ice," "The Innocent Years," "Pinocchio," "Annie Get Your Gun" and the Academy of Television Arts and Science "Emmy" awards.

Perhaps even more damaging to New York's prestige and importance is the loss next season of such live NBC-TV programs as *Caesar's Hour* (Sat., 9-10 p.m.), *Robert Montgomery Presents* (Mon., 9:30-10:30 p.m.), *Goodyear-Alcoa Playhouse* (Sun., 9-10 p.m.) and *Armstrong-Kaiser* dramatic series (Tues., 9:30-10 p.m.). Mr. Caesar's program will be replaced by the live *Giselle MacKenzie Show* from Hollywood plus a filmed series produced there; *Montgomery* by a half-hour filmed series produced in Hollywood and a portion of the new *Suspicion* series which will be largely film, some live, produced both in New York and Hollywood; *Goodyear-Alcoa* on Sunday night by the live *Chevvy Show*, produced largely in Hollywood; *Armstrong-Kaiser* by the Hollywood-produced half-hour filmed series, *Bob Cummings Show* and *The Californians.*

An appraisal of NBC-TV's fall program-

THE SHIFT THAT HASN'T HAPPENED

DESPITE reports of a shift of production of tv programming to Hollywood, a B•T tabulation of television network programming comparing the origin of production of programs in the current season with those set for next year uncovers no discernible transfer of production to the West Coast. The tabulation considered network programs only (both live and film) and did not cover local programming. The combined figures for the three networks:

NETWORK PROGRAMMING

	1956-57	1957-58*
NEW YORK		
Live	117 hours, 10 minutes	121 hours, 5 minutes
Film	2 hours	3 hours, 30 minutes
Total	119 hours, 10 minutes	124 hours, 35 minutes
LOS ANGELES		
Live	30 hours	19 hours, 50 minutes
Film	41 hours	43 hours, 50 minutes
Total	71 hours	63 hours, 40 minutes

* Based on programming definitely set, with several time periods still undetermined.

FORECAST: MEDIOCRITY

A LOOK at next season's program schedule indicates that the fall-winter tv season is shaping up as "one of our more mediocre years," Charles Brower, BBDO executive vice president and general manager, said Tuesday at a news conference in Los Angeles. Television, he said, needs more excitement, more experimentation, more willingness to try something new.

MR. BROWER

Commenting on the trend to westerns in tv programming, Mr. Brower expressed regret that "research forces everybody to copy everybody else. There's too much looking at the ratings and saying *'I Love Lucy* is a good show; how can we imitate it?' and not enough saying 'What can we do that will be just as popular?'," he declared. Ratings are fine as a guide to comparative program standings, he said, but "We ought to plan ahead and not continually look backward, which is what research does." He added, "We're still going to try to get high ratings for our programs, but we ought to try to get them in a new way."

Repeating his comment that tv needs more originality, Mr. Brower reflected that the trouble with advertising is the trouble with the country: the "bold tycoons who ran things their own way" are gone and in their place are "presidents elected by boards of directors—men who can be fired and who are inclined to play it safe." Advertising would be better, he said, if "once in a while someone would take a chance and spend some money on a new idea."

Television has had a "great and destructive influence on the complacency and flow charts of every agency," Mr. Brower observed. "Every agency has a tv department, but no agency has a newspaper department or a magazine department. If they had, perhaps those media might do better." Part of tv's prominence in agency operations arose from the medium's rapid growth, he said, noting that BBDO had four people working on tv in 1947 but two years later its tv staff had grown to 200. BBDO now has 185 people in its tv department.

One trouble with television is its rising costs, Mr. Brower stated, noting that it's getting "too high priced for anybut the very rich advertisers to use, except on a scattered spot basis." Tv accounts for 33.49% of BBDO's total billings, he reported after a check with BBDO's Los Angeles office, and he estimated that tv and radio together would amount to about 45% or just about the same volume as newspapers and magazines, with outdoor and other supplementary media accounting for the balance.

Toll tv, like everything else in the country, has the right to a test, Mr. Brower said, although he felt that if tested it would "fall flat on its face" because of the economics of the situation, with the cost of equipping homes to receive programs and cities to transmit them from studio to homes, plus the cost of the programs themselves, adding up to more than the public would be willing to pay for the service. He admitted to a bias, however, as "all advertising people hope it's not successful." Advertisers, he said, would not be happy after spending millions of dollars for a program series, only to have toll tv come along and take away the audience.

ming schedule indicates that the network is banking largely on its Burbank, Calif., studios to carry the load for its big-name, prestige shows.

ABC-TV, which emphasizes film proportionately more than the two other networks, will continue this approach next season. It will present 15 hours of film weekly, largely produced in Hollywood, and 9½ hours of live programming, of which 1½ hours will emanate from Hollywood and the remainder from New York. In the past season, ABC-TV carried 24 hours of film weekly (of which nine hours were British-produced features on *Film Festival* programs) 15 hours of which were produced in Hollywood; 7½ hours of live programming from New York and 3 hours from Hollywood. (In 1956-57 ABC-TV also presented five hours of production from centers other than New York and Hollywood.)

At this point, ABC-TV does not have so firm a schedule as NBC-TV and CBS-TV for the fall season, with about 15 hours in daytime and nighttime still unset. Its film total may not approach that of the past season, because it does not intend to carry the *Film Festival* which swelled the total for 1956-57. This is pure conjecture, however, since ABC-TV emphasized film over live for the past few seasons. As an example, ABC-TV does not carry a major live dramatic program, although several of its new music-personality shows (starring Guy Mitchell, Pat Boone and Patrice Munsel) will be live and from New York.

ABC-TV has a long-range program to expand its production facilities in New York, Chicago and Hollywood. To what extent Hollywood will benefit in the future is not clear at this time since the so-called Austin Plan for expansion of production facilities is still in the development stage. In New York, ABC-TV intends to consolidate and centralize its offices in its present headquarters area off Central Park and add two studios as well as office, technical and service buildings. In Hollywood the company's 23-acre plant will be more fully developed with present facilities supplemented by four new studios and technical and service buildings.

What emerges from an appraisal of the New York-Hollywood battle for television supremacy is this: New York is not losing time on the airwaves but is losing the talent with a capital T. It is too "iffy" to predict what the future holds, but even the most conservative observers feel that Hollywood's position will be strengthened steadily.

CBS Radio Signs $765,000 In New Business During Week

CBS RADIO has added another $765,000 in new business during the past week, it is being announced today (Monday) by John Karol, vice president in charge of network sales for CBS Radio.

The orders include purchases by Cowles Magazines Inc. for *Look* magazine of an alternate-week segment of *Sez Who*. The 13-week contract was placed by McCann-Erickson. Another *Look* buy was for a segment of *Amos 'n' Andy Music Hall* last Thursday and Friday [B•T, June 24].

General Mills Inc. bought 20 "Impact" segments per weekend for three weeks beginning Aug. 31, through Knox Reeves Adv. At the same time, Midas Mufflers, through Bozell & Jacobs, signed for a weekly segment of *Gunsmoke* for four weeks beginning this Saturday.

Hearst Publications, for *Good Housekeeping* magazine, purchased ten 7½-minute units of daytime dramas during next week through Grey Adv. The Advisory Board for the Promotion of Fresh California Bartlett Pears signed a four-week contract for weekly sponsorship of a 7½-minute unit of *House Party;* five-minute unit of *Wendy Warren and the News;* and segments of *Amos 'n' Andy Music Hall, Robert Q. Lewis Show* and the *Galen Drake Show*. The contract effective Aug. 7 was arranged through Cunningham & Walsh.

Reynolds Metals Co. signed for CBS' "live" coverage of the Hambletonian Stakes Aug. 27. Buchanan & Co. is the agency. Other new buys include: Grove Labs (4-Way cold tablets and Fitch shampoo) for 20 weekly "Impact" segments beginning Oct. 20, placed by Harry B. Cohen Adv.; Clairol Inc., Los Angeles, signed for a weekly segment of Saturday *Galen Drake Show* for 13 weeks beginning this Saturday through Foote, Cone & Belding; Vick Chemical Co., New York, 126 "Impact" segments, beginning Oct. 7 for 18 weeks through Morse International, and Sterling Drug Inc., weekly segment of *Gunsmoke* for 13 weeks through Dancer-Fitzgerald-Sample.

ABN's Eastman Asks Rep Teamwork in Radio

A BID for teamwork to build a "billion-dollar" radio industry was issued last week by Robert Eastman, president of American Broadcasting Network.

To get his message across, Mr. Eastman carried his crusade for cooperation and good will among radio sellers to his former station representative colleagues by inviting a group of about 30 executives of Station Representatives Assn. members firms to American's headquarters in New York Tuesday [CLOSED CIRCUIT, July 8]. Mr. Eastman, before assuming the presidency of American last May 1, was executive vice president of John Blair & Co., station representative firm.

It was reported the audience received Mr. Eastman's remarks with "more than usual interest," particularly on the long-range programming aspects contemplated at American.

As he has in the past since becoming president of ABN, Mr. Eastman asserted that the network would work toward increased station compensation.

Mr. Eastman explained American's policies to include "no selling between the hours of 6-9 a.m. and 4-6 p.m.; smallest unit of sale—five minutes; no negative selling; only live programming and no expediency selling." The audience expressed most interest in Mr. Eastman's emphasis on live programming. In answer to a question, Mr. Eastman said only one minute of the five-minute period would be commercial.

Reciprocal value to the station was stressed. Mr. Eastman outlined these "benefits" to stations in American's policy: By creative selling, the network will be a positive force in the medium; it will develop and further the growth of compatible programming (complementing network with local); by fostering live programming, it hopes to maintain "a certain essential vitality" in the industry; in building "bigger ratings" the network will benefit stations, and finally, American expects to be a "constructive force to stabilize rates and values."

Mr. Eastman said: "We will continue to sell five-minute program units. This is standard in the network field, and although it is more directly competitive with spot than the sale of a longer program unit, I do not sincerely believe that either you or we need be concerned with the competition of others as long as we are all doing a good creative job. There is plenty of business available."

Mr. Eastman said American also will be helping station representatives via the network's "thorough knowledge" of stations' needs and served notice that American plans to work closely with its major affiliates, helping them with local programming "so that both the local programming and the network programming will flow together without breaking the pace."

Other places where the network will lend a hand to stations: in engineering, special research, news information for exclusive use in local programs and in helping to work out more efficient accounting systems.

Said Mr. Eastman: "We are going to see to it that there is a more realistic compensation from the network as a result of not only a larger share of total network revenue, but also through better selling and the attainment of well-deserved higher rates."

Mr. Eastman told the representatives that he is "keenly aware of certain fundamental antagonisms that exist between representatives and networks" and that before he went to American, "I was outspoken in criticizing certain network malpractices." His pledge: ". . . It goes without saying that we are going to do our utmost to eliminate improper methods in our operating of the American Broadcasting Network."

ABN PRESIDENT *Robert E. Eastman (l) is shown chatting with Peggy Stone, president of Radio-Tv Representatives Inc., and Lawrence Webb, managing director of Station Representatives Assn., at last week's meeting with SRA executives. Mr. Eastman urged greater network-representative cooperation.*

WBAP-TV Named NBC-TV Basic; Network Will Drop WFAA-TV

NBC-TV last week announced it will disaffiliate with WFAA-TV Dallas and designate WBAP-TV in neighboring Ft. Worth as the basic affiliate, because "the two stations cover the same area and broadcasts of the same NBC programs over both stations would not be in the interest of efficient service to the public."

The decision to sign off WFAA-TV was taken, according to NBC Station Relations Vice President Harry Bannister, not out of any "lack of esteem for WFAA-TV or its fine ownership and management," but on the basis of "realties of the situation in which we find ourselves." He did not elaborate.

But other sources pointed to the dilemma in which NBC-TV found itself. Although the WFAA-TV and WBAP-TV markets are only 32 miles apart, both stations reportedly asked for the full NBC-TV schedule (or as full as their dual affiliations with ABC-TV would allow). NBC officials thus were forced to decide which station would become its basic affiliate.

WFAA-TV's affiliation agreements with both NBC-TV and ABC-TV run until Feb. 1, 1958 and Oct. 1, 1958, respectively. NBC, in its letter notifying WFAA-TV of its intention to terminate its present affiliation, said that the desirability of an earlier switch might be considered.

It was reported that Alex Keese, director of WFAA-TV, expected to confer this week with Harold Hough, director of WBAP-TV, and evolve a mutually satisfactory termination. Since the new television season gets underway in the fall, it was thought that an early September date might be agreed upon then for the full-scale shifts.

Since WFAA-TV has a full-time affiliation with ABC-TV, it is assumed the station will seek to carry that network's full television lineup at the earliest possible date.

Simultaneously, it was reported that Sid Richardson, wealthy Texas oil man, and Gene Cagle, president of KFJZ-TV Fort Worth, also were in New York last week conferring with ABC-TV officials seeking the affiliation.

So far as is known, no immediate change in the affiliations of radio stations WFAA and WBAP, which divide NBC and ABC, are contemplated.

Stations Clearing For Ford—CBS Radio

FORD MOTOR Co. may not as yet have a "Voice of Ford" selected for network radio but CBS Radio officials last week claimed the Ford Div. is getting satisfactory station clearances for its 52-week, 4 hours 40 minutes weekly program package which starts Sept. 2.

Nearly all facets of the package have been wrapped up, it was indicated. But an inquiry at J. Walter Thompson Co., agency handling the Ford Div., on what personality will be the "Voice of Ford," drew a blank.

Originally the $5.5 million (gross) contract with CBS Radio envisioned John Cameron Swayze as the "personal salesman" for the Monday-Friday morning news segment and for the *Murrow With the News* program at 7:45-8 p.m., also across the board. Mr. Swayze, however, subsequently bowed out.

JWT officials said on Thursday they had no one lined up as the personal radio salesman for Ford, and CBS Radio also professed ignorance as to where the as-yet elusive "Voice" may be found.

It is reported that CBS Radio is claiming just about full clearance for the *Murrow* strip; more than 90% clearance for the six five-minute weekend shows (featuring Bing Crosby and Rosemary Clooney), with two shows on Saturday and four on Sunday, and despite some delays in the Arthur Godfrey strip, as much as 75% clearance for that Monday-Friday 5:05-5:30 p.m. program.

WMBD-TV Signs With CBS-TV

WMBD-TV Peoria, Ill., will go on the air about Jan. 12, 1958, as an interconnected primary affiliate of CBS-TV, according to Edward P. Shurick, network vice president and director of station relations. The station owned and operated by WMBD Inc., Peoria, will be on ch. 31. Charles C. Caley is president and general manager of the company. John E. Fetzer is vice president and a stockholder with Mr. Caley; Robert O. Runnerstrom is vice president and director of television.

BIG, NEW INDUSTRIES!

RECORD EMPLOYMENT!

RETAIL SALES SOARING!

DOWNTOWN PARKING NETWORK!

BUILDING CONSTRUCTION AT NEW HIGH!

NEW CITY AUDITORIUM!

DOWNTOWN 1 MILE FROM THRUWAY!

NEW SHOPPING PLAZAS!

NEW POWER

IN PURCHASING!

Utica tied for 4th place in proportionate increase in department store sales in 1956 among the 20 top northeastern metropolitan cities, as new industries joined expanding "natives" to give the Utica area the largest proportionate increase over last year in total non-agricultural employment of all major New York State markets . . . pushed Utica's average production wage up a record 30% in 7 years! *Utica Area Annual Retail Sales (estimated): $352,000,000! This is real purchasing power!*

IN TV COVERAGE!

And WKTV matches this purchasing power with *selling power* — the first television station in Central New York to broadcast with maximum visual power of 316,000 watts . . . equal in strength to any VHF television station in the United States! WKTV brings the *best possible picture* with the *greatest continuity of service* to the *widest possible audience* — both in black and white and in color! Tell your story to this rich market through its *strongest medium* — WKTV!

WKTV serving UTICA-ROME New York

Represented nationally by Donald Cooke, Inc.

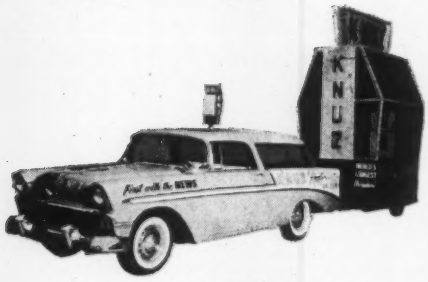
Now telecasting with maximum visual power of 316,000 watts

NEWS COVERAGE Helps MAKE K-NUZ NO. 1 Radio Station in Houston

Big Mike No. 1

Big Mike X99

Big Mike No. 3



Big Mike No. 2

plus

Houston's Largest News Staff (6 FULL-TIME NEWSMEN) MAKE K-NUZ 1st in NEWS

No. 1 in Hooper, Pulse, Nielsen and Cumulative Pulse

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.— New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.— Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

DANFORTH WOOTEN HIGGINS

THESE three broadcasters were elected new district directors, to assume their places next November on the board of the CBS Radio Affiliates Assn., announced John M. Rivers, board chairman, last week. They are (l. to r.): Harold P. Danforth, WDBO Orlando, Fla., representing District 4; Hoyt B. Wooten, WREC Memphis, Tenn., representing District 5, and Joseph M. Higgins, WTHI Terre Haute, Ind., representing District 6. They all will serve three-year terms.

ABC-TV Goal in '57: Top 21 U.S. Markets

ABC-TV officials feel they are meeting the schedule of a blueprint that by next January will give the network full access to the 21 biggest tv markets.

ABC-TV expects to have a lineup of affiliates that will compete head-on in each of these markets with CBS-TV and NBC-TV and expects to be the only network to have vhf outlets in every one of the 21 areas.

This plan is premised on the resolution before January of a few remaining "trouble spots."

ABC-TV is basing the major market line-up on the 21 metropolitan areas ("A" grouping) as defined by A. C. Nielsen Co. in its tv index rating service. Alphabetically, these markets include (with ABC-TV's current affiliation in parantheses):

Baltimore (WAAM-TV), Boston (WHDH-TV which goes on the air in November), Buffalo (WGR-TV), Chicago (WBKB [TV]), Cincinnati (WCPO-TV), Cleveland (WEWS [TV]), Detroit (WXYZ-TV), Fort Worth-Dallas (either KFJZ-TV or WFAA-TV), Houston (KTRK [TV]), Kansas City (KMBC-TV), Los Angeles (KABC-TV), Milwaukee (WISN-TV), Minneapolis-St. Paul (WTCN-TV), New Orleans (WJMR-TV on ch. 20 but telecasting on experimental basis on ch. 12), New York (WABC-TV), Philadelphia (WFIL-TV), Pittsburgh (soon to be resolved), San Francisco (KGO-TV), Seattle-Tacoma (KING-TV); St. Louis (KTVI-TV) and Washington, D. C. (WMAL-TV).

NBC Tv Affiliates Set Effective Date of Bylaws

THE Executive Committee of the NBC Television Affiliates, at its meeting in New York late last month, declared that the new bylaws of the organization voted by the membership would become effective with the annual meeting in New York Sept. 11-13 at the Waldorf-Astoria Hotel.

In place of the present executive commit-

ANOTHER FABLE OF PROFITS*

(And The Gains Came)

ONCE UPON A TIME there was a station manager who trusted the legend of St. Swithins more than modern methods of forecasting. He often failed to consider rising and falling trends, and in fact, depended mostly on hunch and intuition.

Then one day, after making his prediction, he donned his best silk suit and marched smack into a Madison Avenue cloudburst...his confidence was badly shaken. Then he met the friendly Bolling man, who graciously shared his umbrella and carefully explained the pressure systems...both high and low. Today, faultless forecasts are his fortune.*

The moral of this story is...mend your roof while the sun is shining.

**To turn the trick Twx us.*

THE BOLLING COMPANY INC.

STATION REPRESENTATIVES

247 PARK AVENUE, NEW YORK CITY, N. Y.

CHICAGO · BOSTON · LOS ANGELES · SAN FRANCISCO

tee the new bylaws create a board of delegates of ten members, four of whom shall be officers—namely, a chairman, to be selected from the basic affiliates; a vice chairman, representing the basic affiliates; a vice chairman, representing the optional affiliates, and a secretary-treasurer, who shall be selected from either group. All delegates will serve two years.

The committee responsible for revising the bylaws included E. R. Vadeboncoeur, WSYR-AM-TV Syracuse, chairman; Dean Fitzer, WDAF-AM-TV Kansas City, Mo., and Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C.

AB-PT, Others Sued Over Wallace Telecast

A BLAST fired at the Los Angeles Police Dept. and several individuals May 19 by ex-convict Mickey Cohen on the ABC-TV *Mike Wallace Interview* program produced a $3 million echo last week, as two of the individuals among Mr. Cohen's principal targets filed damage suits totaling that sum in the California Superior Court in Los Angeles.

Los Angeles Police Chief William H. Parker and Capt. James Hamilton of the police intelligence squad filed libel and slander suits against American Broadcasting-Paramount Theatres Inc., owner of ABC-TV; Philip Morris Inc., sponsor of the Mike Wallace program; N. W. Ayer and Son, agency for the sponsor; Mr. Wallace; Mr. Cohen, and 10 "John Does."

The suit by Chief Parker charges the defendants with intentionally recording the program for its west coast rebroadcast, although they knew "the slanderous and libelous character of the statements" it contained. His demand for correction was not met, he states. He asks $2 million in damages. Capt Hamilton, whose suit is almost identical with that of Chief Parker, asks $1 million.

On May 26, one week after the Cohen broadcast, Oliver Treyz, ABC-TV vice president, appeared on the Mike Wallace telecast to read an apologetic retraction of Mr. Cohen's remarks on behalf of the network, the sponsor, the advertising agency and Mr. Wallace. This was called "wholly inadequate to remedy the damage done our clients" by Byron Halverson, attorney for Chief Parker.

Demands for correction of the allegedly slanderous and libelous statements by Mr. Cohen also have been made by attorneys representating Superior Court Judge Fletcher Bowron, former mayor of Los Angeles, and Clarence B. Horrall, former police chief of that city. Neither of this pair had filed suit late last week.

We're making a Big Hole!

UP TO 70% OF THE TOTAL VIEWING AUDIENCE IN OUR CORNER OF THE U. S. AND CANADA!*

No worked out claim here! Our lode includes over 1,000,000 Canadians in British Columbia and 300,000 high-income Americans (who, by the way, swap sides of the border regularly in fantastic totals!) CBS programming, coupled with Hollywood's best movies and select film features, does the trick! Let us swing our big pick in this golden market for your products. You'll make a big strike . . . for sure!

*International Surveys Inc.

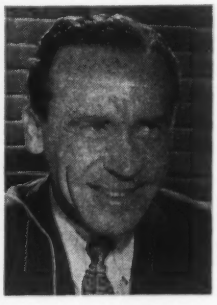
KVOS TV

CBS

studios in Bellingham, Washington

Frank Samuels Dies; Headed CBS-TV Sales on West Coast

FUNERAL services for Frank Samuels, Pacific Coast manager of network sales for CBS-TV, were held Thursday at Glendale, Calif. Mr. Samuels, who would have been 47 in August, died July 7 in Los Angeles of encephial myelitis, a rare virus which attacks the nerves, after an illness of over two months.



MR. SAMUELS

Born in Riverton, Iowa, and educated in Omaha, Mr. Samuels began as an advertising salesman for the *Omaha Bee-News* in 1932 and served as general manager of the newspaper representative firm, Arthur H. Hagg & Assoc., before entering radio in 1939 as regional sales manager of Central States Broadcasting. In 1942 he became sales manager of KGO San Francisco and later the same year was appointed western division sales manager of the Blue Network (later ABC, now ABN). In 1948 he was advanced to general manager of the ABC western division and the following year was made an ABC vice president as well. In 1951 he moved to the William Morris Agency as manager of its West Coast radio-tv operations, remaining there until September 1953, when he joined CBS-TV.

Mr. Samuels is survived by his wife, Fayne; two sons, Jack and Garth; a daughter, Kathie; two grandchildren, Shelley and Keith, and sister, Edith.

The status quo in Atlanta remains the same—*only more so*. NCS No. 2 detailed for advertisers the overwhelmingly dominant *coverage* advantage they enjoy on WSB-TV. Now, ARB gives you a picture of the big *audience* dominance which is yours only on WSB-TV—with share of audience ranging as high as 65.1.

Ask your Petry man to show you the new graphic chart detailing this information.

It's a pretty picture for WSB-TV advertisers.

Atlanta's DOMINANT station...WSB/TV

***DOMINANT IN AUDIENCE**

Sign-on to sign-off:
WSB-TV has 41.3% of the audience
Station B has 36.2% of the audience
Station C has 23% of the audience

****DOMINANT IN COVERAGE**

In the 50% or better penetration areas:
WSB-TV covers 100 counties
25% more than Station B covers
72% more than Station C covers

*ARB, June 1957 **NCS No. 2

Atlanta's WSB/TV

Represented by Edw Petry & Co.
Affiliated with The Atlanta Journal and Constitution
NBC affiliate

CELLER TELLS FCC TOLL TV FATE SHOULD BE DECIDED BY CONGRESS

- **He joins colleagues in saying issue too big for FCC**
- **Few stations show interest in attaching box-office**
- **Almost all broadcasters object to subscription tests**

REP. EMANUEL CELLER (D-N.Y.), scourge of television networks and monopoly in broadcasting, last week allied himself with his arch foes in opposition to subscription tv.

In a significant six-page letter to FCC Chairman John C. Doerfer, the House Judiciary chairman (who only recently issued a report castigating television networks, [B•T, June 10]) called on the FCC to cease any further action on toll tv until Congress has had a chance to pass on the subject.

Mr. Celler is the author of a bill (HR 586) to prohibit a charge for broadcasts. This bill is pending before the House Commerce Committee.

In advising Mr. Doerfer that Congress should legislate on the question of pay-tv before the Commission takes any action, the New Yorker was following in the footsteps of the House Commerce Committee chairman, Rep. Oren Harris (D-Ark.). Mr. Harris has been communicating with the FCC mainly on the question of the Commission's authority to approve toll tv [B•T, July 8; June 24].

Mr. Celler's public position came the same week that a scant 35 pleadings were filed with the FCC in answer to the Commission's May 23 notice asking for answers to a series of questions regarding the testing of pay tv [B•T, May 27].

Only 10 comments favored or did not oppose tests of pay tv, of which only five were from stations (all uhf, and some inoperative) interested in pay tv operation. Twenty-four filings expressed opposition to the idea of field demonstrations, including 18 stations and ABC, CBS, NBC, Joint Committee on Toll Tv, NARTB, and Jerrold Electronics. One filing was in behalf of servicemen, taking no position on tests.

In addition to five stations favoring pay tv tests, proponents Zenith, Skiatron and International Telemeter Corp., plus RKO Teleradio and Cinema Sound Co., filed favorable comments.

Even some of those for the tests were lukewarm. Zenith urged an end to "further endless administrative hearings and proceedings." Skiatron urged "boldness rather than timidity" in authorizing full scale pay tv; and ITC questioned the validity of tests and pleaded for an immediate, unequivocal authorization.

Gist of those opposing pay tv was primarily that Congress must decide and that tests were not capable of valid results.

Congressman Celler's position was that he would not only not object but would "wholeheartedly support" pay tv if he was sure it would supply new financial resources and supplemental programming and would not withdraw broadcasting stations and spectrum frequencies from their present service.

But, Mr. Celler warned, "improvident experimentation" may permanently "frustrate" present objectives for a nationwide and competitive free tv service. He continued:

"Introduction of subscription television, even on an experimental basis, before these problems are solved [allocations problems, "restrictive" industry practices], must not only further delay their solution but may bring in its train a number of disastrous consequences. Stations to which the television audience is accustomed to turn may be blacked out for those who cannot or do not wish to pay, thereby impairing the utility of viewer-owned receiving equipment; the best existing programs that the public is accustomed to receive without charge may be siphoned off; the trend, noted by the Antitrust Subcommittee, toward the monopolization of outstanding talent may be accelerated; the television audience may be divided along economic lines; and a method of broadcasting will be inaugurated having such an unparalleled built-in profit potential that it may drive free network television as we know it from the airwaves."

These dangers constitute such a grave threat, Rep. Celler declared, that the FCC should make no move without the express approval of Congress.

Mr. Celler questioned the Commission's authority to approve pay tv on broadcast frequencies—much the same question which has been raised by Rep. Harris in previous weeks [B•T, July 8].

He said:

"For the Commission to make its authority to license frequencies the sole basis for authorizing so radical a departure from existing methods in television would be to stretch the licensing authority to its very limits, if not beyond them . . ."

In objecting to test authorizations, Mr. Celler stated:

". . . Such experiments involve the dilemma that if the trial is conducted on too narrow a basis it provides no information as to the ultimate effects of the method on trial, whereas if the demonstration is conducted on a basis broad enough to be meaningful, investments are made and interests tend to jell so that it becomes well nigh impossible to reverse the forces that have been set in motion."

In a rare defense of networks, Rep. Celler referred to the fact that the Commission asked whether pay tv tests should or should not be limited to cities with four or more stations. He asked:

"Should experimental subscription television be inaugurated in one or more of these cities and prove successful, would not the networks become eager applicants for the privilege of using the new technique? Would the Commission have the capacity, or even a valid rationale, for denying their applications? Could networking as we know it survive the withdrawal of its most profitable stations?

"In these circumstances, it is clear that the proposed demonstrations of subscription television involve a calculated risk of such magnitude and with such vital implications for the future of television broadcasting that the decision whether or not to embark on them should be made by Congress and not by the Commission."

ABC maintained that the FCC does not have the statutory power to authorize pay tv, and that only Congress can decide this. It urged that the basic "public interests" question be answered before any operation is authorized.

Tests as contemplated would not be meaningful, ABC said. If tests are necessary,

TEETERING TAPE

WHENEVER the FCC takes a step on subscription television, the stock market reacts. Last week was no exception.

On May 23, when the FCC asked for further comments regarding tests, Zenith opened and closed at 116; Skiatron opened at 6, closed at 5¾. On July 8, deadline for comments in answer to FCC's questions, Zenith opened at 124½, closed at 123. Skiatron opened at 7⅞, closed at 8⅜. Last Thursday Zenith opened at 120, closed at 117½; Skiatron opened at 8⅞, closed at 8¾.

Zenith is traded on the New York Stock Exchange; Skiatron on the American Stock Exchange.

KNIGHT WITH LANCE

A GROUP station and newspaper owner took up editorial arms Wednesday for Zenith Radio Corp. in its fight for pay tv.

Commenting editorially, John S. Knight's *Chicago Daily News* observed: "There is no reasonable excuse for the extremely long consideration the FCC has given to the controversial proposal" of subscription television. It charged the Commission last May "set up additional bureaucratic hurdles by calling for proposals on where and how a test should be conducted."

Sympathizing with Zenith President E. F. McDonald's "disgust" over FCC's "delays," the *Daily News* asserted that he "is right in his indignant answer. Either let's have a test now or forget about it."

Knight interests have substantial holdings in WAKR-AM-FM-TV Akron, Ohio, and WCKR-AM-FM and WCKT (TV) Miami, Fla.

ABC AFFILIATE CHANNEL 2

Peters, Griffin, Woodward, Inc.

Representatives

ABC said, frequencies other than broadcast channels should be used.

The network also pointed to the forthcoming Bartlesville, Okla., wired pay tv service as one method of securing answers to some of the Commission's questions regarding pay tv.

CBS claimed that test demonstrations would not provide any significant information and would produce harmful consequences.

"To attempt to base a judgment of the ultimate programming of pay television upon the results of trial operations would be like attempting to write a book on child behavior based on the actions of children on the night before Christmas," CBS said.

Tests would require "inordinate investments," CBS said. This would not only be borne by proponents of pay tv, CBS said, but primarily by the public.

CBS called for an evidentiary hearing, so that witnesses could be cross-examined. It also recommended that the Commission watch the closed circuit wire projects underway; that a single standard for pay tv should be required and that technical tests toward this end be gained by experimental operation on experimental frequencies or on commercial channels on "off" hours.

NBC opposed both tests and the whole concept of pay tv. It pointed out that if the tests were limited, the results would not be worthwhile, and that if they were widespread the investment would "entrench" the system. The network called on the Commission to let Congress decide the issue.

The Joint Committee on Toll Tv, comprising mainly theatre owners, charged that the testing program is a major fallacy. It called for public hearings on the whole question of pay tv, and for Congressional legislation to authorize such use of frequencies.

NARTB reiterated its previous position that the FCC should take no further action in the pay tv case until Congress has taken a "firm and explicit" legislative action. The bulk of the trade association's comments was an attack on the authority of the Commission to authorize toll tv on broadcast frequencies.

It also stated that the test idea has injected a "deeply disturbing element" into "an already confused situation."

If any experimentation is needed, NARTB said, it should be limited to technical research. And, it went on, experimentation should be conducted in a band not now allocated to television broadcasting.

Jerrold Electronics Corp. stated that it still feels on-the-air pay tv is unworkable. It pointed to the work it is doing in wired toll tv, particularly in connection with the Bartlesville, Okla., Telemovies project.

Stations filing oppositions to the proposed tests were the following:

WVEC-TV Hampton, Va. (ch. 15); WXEX-TV Petersburg, Va. (ch. 8); KVOO-TV Tulsa, Okla. (ch. 2); WGAL-TV Lancaster, Pa. (ch. 8); WSAZ-TV Huntington, W. Va. (ch. 3); WBRZ (TV) Baton Rouge, La. (ch. 2); WDSM-TV Duluth, Minn. (ch. 6); WHBF-TV Rock Island, Ill. (ch. 4); KHAS-TV Hastings, Neb. (ch. 5); KTRK-TV Houston, Tex. (ch. 13); WBRE-TV Wilkes-Barre, Pa. (ch. 28); KOTV (TV) Tulsa, Okla. (ch. 6); KGUL-TV Galveston, Tex. (ch. 11); WISH-TV Indianapolis, Ind. (ch. 8); WANE-TV Fort Wayne, Ind. (ch. 15); WTOP-TV Washington, D. C. (ch. 9); WSYR-TV Syracuse, N. Y. (ch. 3); WSYE-TV Elmira, N. Y. (ch. 18).

The Zenith comments constituted an attack on the networks, NARTB, theatre owners and AT&T.

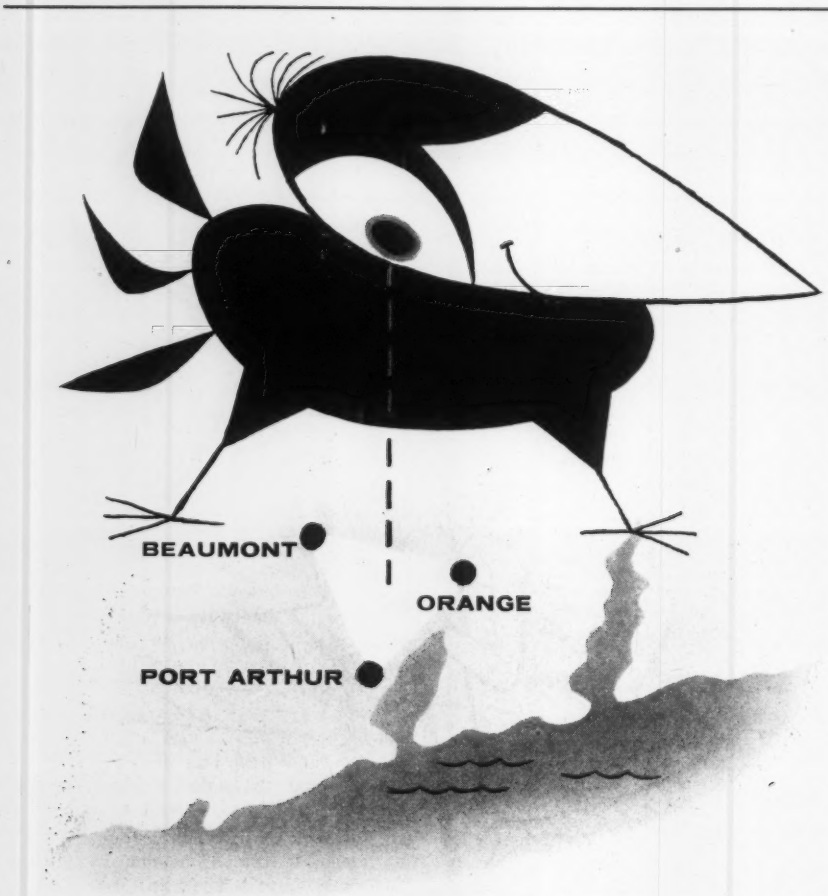
Comdr. Eugene F. McDonald Jr., Zenith president, categorically demanded that the Commission either reject its petition altogether or authorize it completely, "rather than to bog us down in further endless administrative hearings and proceedings."

The Zenith president also warned that AT&T has serious designs on the field "which could lead to a multi-billion dollar, multi-channel coaxial cable system, linking up homes in all the principal cities."

When that time comes, Comdr. McDonald stated, network executives may find that AT&T has not only preempted the field "but created a Frankenstein which will reduce broadcasting to a third rate service."

Comdr. McDonald concluded with a plea to let the public itself evaluate subscription broadcasting in operation.

In the formal answer to the Commission's questions, Zenith suggested that a maximum of three communities for each system would appear to be sufficient, provided each system owner could select the actual communities. It listed 30 cities in three classes—Class A (New York, Chicago, Los Angeles, Philadel-

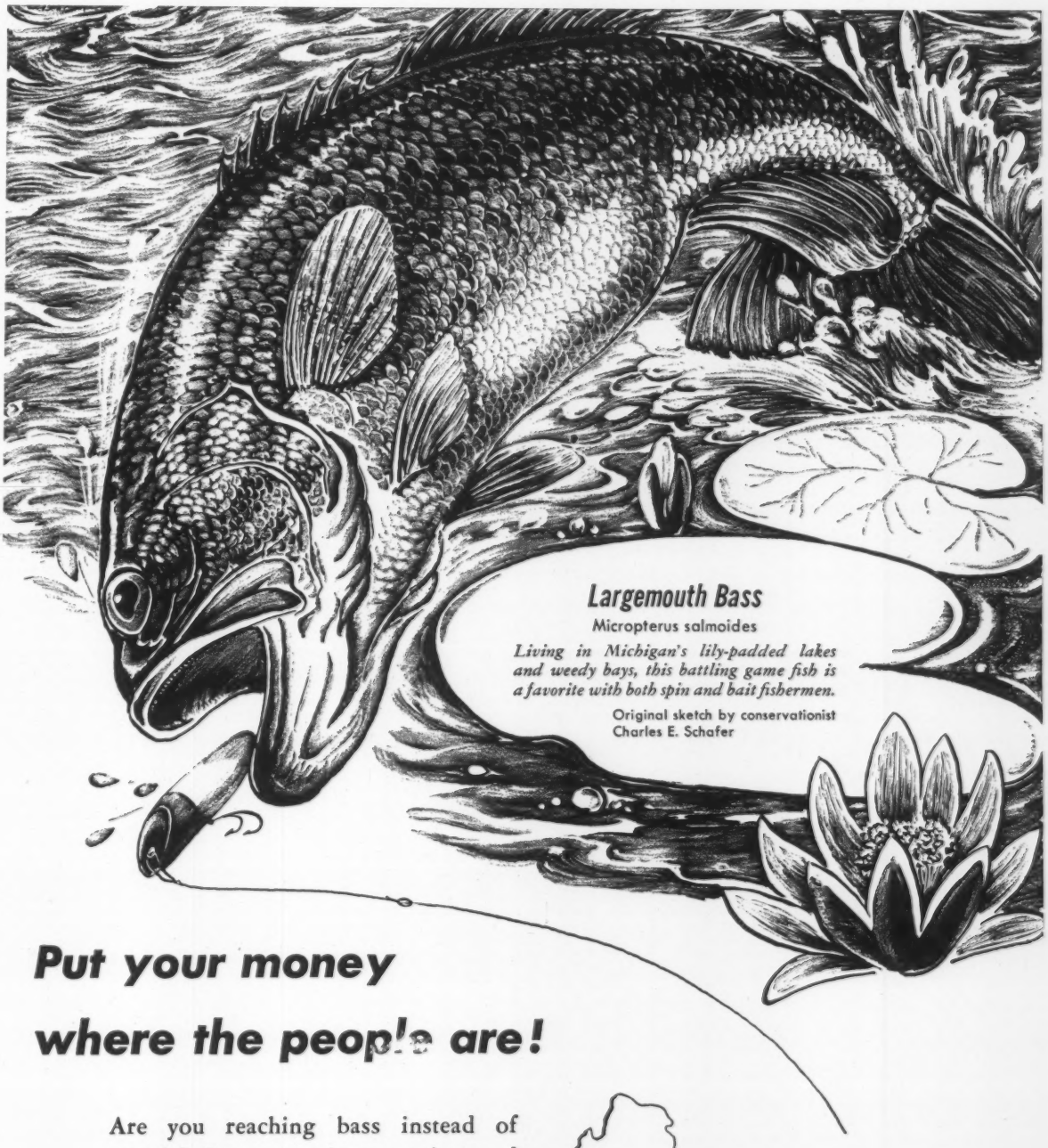


Eyeing Texas? The fabulous Beaumont-Port Arthur-Orange area of over 1,000,000 prosperous people is covered only by

K F D M Beaumont Radio & TV

CBS
ABC

See PETERS-GRIFFIN-WOODWARD, INC.


Largemouth Bass
Micropterus salmoides
Living in Michigan's lily-padded lakes and weedy bays, this battling game fish is a favorite with both spin and bait fishermen.
Original sketch by conservationist Charles E. Schafer

Put your money where the people are!

Are you reaching bass instead of people? Summer, winter, spring and fall, WWJ's Hi-Fi signal, personalities, music, and news concentrate on the millions of big-earning, big-spending folks in southeastern Michigan to whom WWJ is a constant companion and trusted friend. Use WWJ all day . . . *every* day.

Hit Your Real Michigan Target

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary area.

WWJ AM and FM **RADIO** NBC Affiliate

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

National Representatives: Peters, Griffin, Woodward, Inc.

THE COMMANDER DRAWS AN ANALOGY

THERE seems to be a peculiar association in Zenith President Eugene F. McDonald's mind between the tv networks and Russia when he gets on the subject of toll tv.

In a personal letter July 9 to some senators and congressmen, Comdr. McDonald attached a copy of his latest pleading to the FCC. The letter was short —and pointed:

"Dear——:

"Control of the press in the hands of two or even three men would be unthinkably Russian.

"I regret to say that television today has a greater influence on the thinking of the general public than has the press.

"I feel sure you will be interested in the enclosed that was filed with the Federal Communications Commission yesterday.

"Sincerely yours,

"s/Eugene F. McDonald Jr."

In his covering letter to the FCC, printed apart from the official Zenith document itself, Comdr. McDonald at one point said:

"Despite the unquestioned business acumen of Messrs. Sarnoff, Paley and Goldenson, it was never the intention of either the Congress or the Commission that any three men should be permitted to acquire a stranglehold over television. This great new service is our most powerful force for molding public opinion and for influencing the daily lives of the people, and the Commission and the Congress must find means to break this three-man stranglehold on television and to prevent it from ever happening again."

In June 1955, Comdr. McDonald accused Gen. David Sarnoff, RCA chairman, of seeking to buy Zenith's "Phonevision" patents. This was denied by Gen. Sarnoff. Comdr. McDonald retorted that there was no more truth in Gen. Sarnoff's denial than in Gen. Sarnoff's claims that RCA invented magnetic video tape or atomic batteries. Comdr. McDonald continued: "It is an old Russian custom to claim credit for the work of others. . . ."

TV PIONEER PREFERS WIRED PAY TV

AN ENDORSEMENT of the closed-circuit wire method as the proper one for use in distributing toll tv programs has been given by one of the industry's pioneers, whose research work in tv transmission engineering helped to make possible the tv networks of today.

Lloyd Espenschied, noted member of Bell Telephone Labs engineering research staff, and who with Herman A. Affell invented the coaxial cable by which tv programs first were transmitted from city to city, recently wrote to Paul Raibourn, vice president of Paramount Pictures Corp., to congratulate him on the news that International Telemeter Corp., Paramount subsidiary, was planning an early inauguration of the Telemeter system of toll tv via closed circuit connections between studio and home.

Mr. Espenschied recalled that in 1944, when Mr. Raibourn presented him with a medal awarded by American Television Society, "I was rather critical of the radio broadcast version of television, considering that advertising support could not do justice to precious vision." Mr. Espenschied went on: "This thought has continued with me. Once I blurted it out during an interview, to the consternation of my conservative Bell Labs bosses. Since then I am retired and am more free to express my impressions. . . .

"I think the closed-circuit wire method is the right one for high-grade television. It lends itself to that degree of control so necessary for the full realization of television, both technically and commercially. I feel that you are on the right track, compared to the radio-coding boys such as McDonald [Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp. and one of the earliest and most ardent proponents of subscription television], as indeed I have told him and Lee de Forest. We have only begun to realize the possibilities of an enclosed medium in one form or another."

phia-Wilmington-Camden, etc.), Class B (Waterbury-Hartford-New Haven-Meriden-New Britain, Washington, Milwaukee, Minneapolis-St. Paul, etc.), and Class C (Wilkes-Barre-Scranton, Fresno-Tulare, etc.).

These are the markets which have four or more tv stations operating or soon to be operating. Zenith suggested that each system operator be permitted to choose one city in each class for trying out pay tv.

Pay tv stations should be among these markets, Zenith said, and should be restricted to a non-network affiliated outlet.

In answer to other questions, Zenith said it could begin operating its first service in six months; that the test should be permitted to run for a minimum of two years, but that no time limit be imposed; that decoders should be leased to subscribers (at monthly rates of $1-$2); that a station be limited to broadcasting toll tv broadcasts to 15% of its annual operating hours, and not more than three hours of any time segment, but that time limits should be flexible. Zenith also recommended proposed subscription television rules as part of its pleading.

Skiatron expressed disappointment at the Commission's action in not immediately authorizing pay tv, and scepticism of the validity of trials.

In a plea for "boldness rather than timidity," Skiatron recommended tests should be conducted in a "mixed" market having three or more vhfs operating, namely such cities as New York, Chicago or Los Angeles. Skiatron called for no limitations; said that at least 200,000 decoders must be installed to give meaning to the tests; that it would take about a year to begin initial production of decoders; that the tests should run for at least five years and preferably ten years.

International Telemeter Corp. called for the authorization of subscription tv on a permanent basis immediately; tests are not required, it said.

The only test of pay tv, ITC said, is the market place. To that end, ITC went on, it is preparing to engage in wired toll tv. It is negotiating for franchises for selected territories; the equipment has been tested and is ready for commercial production. Based on equipment manufacturing estimates, ITC said it estimates that it can wire a community and install individual pay-as-you-see gear for a gross figure of $100 per home. The wired system will have three channels, ITC said. For those communities already wired for community tv, ITC has developed a pay tv attachment which, it estimated, can be installed at $50 per home. If, as and when on-air toll tv comes, ITC said, all the customer will have to do is to install an antenna to feed scrambled signals into the receiver.

On-air pay tv must come, ITC said, because it is the only way to reach "all the people of the United States."

If tests must be made, ITC said, it will cooperate. It recommends a minimum of restrictions—except that participating stations should be limited to non-affiliated outlets. It also recommended that a single set of standards be authorized; that equipment be leased to subscribers; that no time limit be placed on the demonstrations.

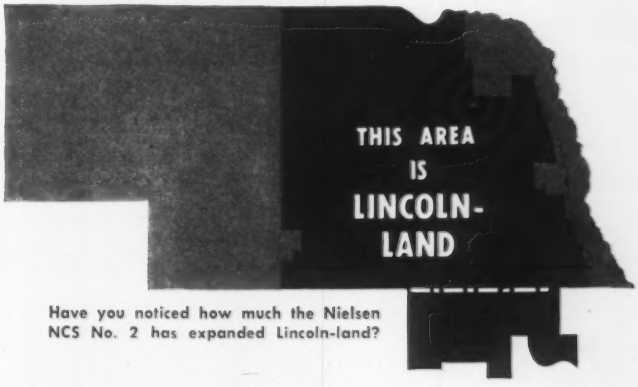
WCAN-TV Milwaukee, now dark ch. 25 station owned by Lou Poller, recommended that tests be limited to non-network-affiliated, uhf stations; that only one station in communities chosen should be permitted to broadcast pay-as-you-see tv; that only one system be authorized in each community; that a minimum of three years be permitted for tests; that between 15% and 25% of stations' yearly operating hours be allowed for pay tv, but that no limitation be placed on this use daily, weekly or monthly.

WITV (TV) Fort Lauderdale, ABC-affiliated, ch. 17 station, suggested that the tests be limited to major markets with three or four tv signals; use uhf outlets if possible; permit only non-network affiliated stations to participate; with a three-year minimum, with no limitations on time or whether equipment should be sold or leased to consumers.

RKO Teleradio recommended that tests be limited to non-affiliated stations, whether uhf or vhf; that 20 hours weekly maximum be prescribed for Class A, 6-10 p. m., time, but in no event more than 35 hours per week during all hours. It offered to permit its WOR-TV New York and KHJ-TV Los Angeles to participate in the tests.

KBAY-TV San Francisco, Calif., ch. 20

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

DECEMBER 1956 VIDEODEX PROVES KOLN-TV SUPERIORITY!

The December 1956 Videodex covered all TV homes in 42 counties in South Central Nebraska and Northern Kansas. The ratings speak for themselves:

SUMMARY—AVERAGE RATINGS, % TV HOMES

	KOLN-TV	Station B	Station C	Station D
Sign on—1:00 P.M.	10.5	5.0	4.6	2.1
1:00-5:00 P.M.	13.5	6.6	5.1	3.5
5:00-11:00 P.M.	19.6	10.4	8.7	5.2

Daytime and nighttime — Sundays through Saturdays — KOLN-TV leads the second station by margins of 88% to 104%!

KOLN-TV, one of America's great area stations, covers Lincoln-Land, a rich 69-county market which is as independent of Omaha as South Bend is of Fort Wayne — Hartford of Providence — or Syracuse of Rochester!

Lincoln-Land has 296,200* families with 191,710* TV sets. And latest ARB, Telepulse and Videodex surveys all show that KOLN-TV dominates this audience.

Avery-Knodel has all the facts on KOLN-TV, the Official CBS outlet for South Central Nebraska and Northern Kansas.

*See Nielsen NCS No. 2

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM - TV - FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

permittee not on the air, recommended that the tests be limited to uhf, including specified limitations on hours. It also urged that the Commission require that a uhf converter be incorporated as part of all decoders.

WFMZ (TV) Allentown, Pa., ch. 67 station now off-the-air, iterated its proposal two years ago that it be permitted to test out pay tv. It recommended that tests be confined to non-affiliated, uhf outlets in markets having at least four stations.

WSES (TV) Philadelphia, Pa., ch. 29 grantee not on the air, not only favored the tests—for uhf stations only—but laid out a proposed sports schedule for subscribers (at $30 per year) which included the entire schedule of (1) big league baseball club, (2) National Football League club, (3) National Basketball League club, and (4) all basketball doubleheaders from Philadelphia Palestra. This would amount to about 300 events a year, it said.

Comments were also filed by Cinema Sound Co., Chicago, which claimed it had patent rights to subscription tv and favored one-year tests; and an organization called TV Consumers Inc., East Orange, N. J., declaring it represented independent tv servicemen.

Jackson, Miss., V Must Modify To Allow WJMR-TV Operation

WJTV (TV) Jackson, Miss., has until Aug. 12 to show cause to the FCC why it should not modify its signal on ch. 12 "to the extent necessary" that WJMR-TV New Orleans can operate its experimental station on the same frequency.

WJMR-TV last month was authorized to operate on ch. 12 from the same site as its previously-approved uhf outlet on ch. 20. Both WJMR-TV and WJTV station sites are close enough to create an interference problem.

But last week the FCC attempted to resolve this by requesting WJTV to reduce power. At the same time the Commission rejected that station's petition to cancel WJMR-TV's new vhf operation. It also dismissed similar petitions from Oklahoma Television Corp. and Crescent City Telecasters Inc., applicants for ch. 12 in New Orleans, and another petition which was filed by the Assn. of Maximum Service Telecasters Inc.

FCC Questions KYA Show

KYA San Francisco last week was advised by the FCC that its *Kashbox* program "appears to be a lottery in violation of Sec. 3.122 of the Commission's rules."

The FCC cautioned the station on the occasion of KYA's application for license renewal. It may initiate cease and desist orders, but the Commission said it would afford "KYA the opportunity to comment within 30 days."

FCC Moves Ch. 3 in Nebraska

FCC last week revised its March 27 order (which assigned ch. 3 to Ainsworth, Neb.) and assigned ch. 8 to that city. Ch. 3 was assigned to McCook, Neb. This action required a change in the offset carrier for the channels assigned to Rapid City, S. D., and Miles City, Mont.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 4

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Biloxi, Miss., ch. 13 (12-18-56); Ponce, P. R., ch. 7; McKeesport-Pittsburgh, Pa., ch. 4 (6-3-57).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4.

IN HEARING: 12

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Butte, Mont., ch. 6; Ogden, Utah, ch. 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56); Baton Rouge, La., ch. 18 (7-11-57); Amarillo, Tex., ch. 7 (7-11-57); Elko, Nev., ch. 10 (7-11-57).

IN COURT: 3

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10.

Broadcasters Testify This Week At Above-890-Mc Proceedings

BROADCAST interests are scheduled to submit testimony in the above-890-mc FCC hearing this week, Commission has announced. Among those on the witness list are John W. Boler, KCJB-TV Minot, N. D.; John W. Downing, WMCN (TV) Grand Rapids, Mich.; Ned Schott, WHIS-TV Bluefield, W. Va.; W. B. Smullin, KBES-TV Medford, Ore.

Others scheduled for this week are Harold Fellows and A. Prose Walker of NARTB and a representative of Sarkes Tarzian Inc., Bloomington, Ind.

Witnesses scheduled last week include Clifford E. Denton, American Newspaper Publishers Assn., and Milton J. Schapp, National Community Tv Assn. and Jerrold Electronics Corp., Philadelphia.

FCC Favors Collier for Relays

THE FCC last week issued a construction permit to Collier Electric Co. for point-to-point microwave relay stations to relay signals of the three Denver tv stations to community antenna systems in Sterling, Colo., Kimball and Sidney, Neb.

At the same time the Commission denied the competing applications of American Telephone & Telegraph Co. for similar facilities. The FCC concurred with its hearing examiner's initial decision [B•T June, 10], that Collier be favored over AT&T because it (Collier) had three prospective customers for the proposed service and AT&T had none.

Examiner Smith Favors WNYC For Extended Morning Hours

AN INITIAL FCC decision last week favored permitting WNYC New York to extend its broadcast hours from 6 a.m. EST to sunrise in New York, and from sunset Minneapolis time to 10 p.m. EST, largely because of the municipal station's importance to New York.

WNYC and Class I-A WCCO Minneapolis both operate on 830 kc, thus accounting for years of conflicting petitions regarding WNYC's requests for additional sending hours. In 1943 the FCC gave WNYC temporary authority to go ahead. The station has managed to get this permission renewed through the years for various reasons such as World War II, the presence of the UN, and because of its "unique" status as a city-owned outlet in one of the world's "largest urban concentrations."

Examiner Elizabeth C. Smith noted ironclad Commission rules on such extensions, and the absence of a decision in the Clear Channel case.

But she said the Commission has said "it is not the prisoner of its own regulations and that the public interest is the touchstone for the exercise of the Commission's authority." She added that WNYC "is the only station immediately responsive to the requirements of the government of the City of New York."

Baker, Holtz Get Added FCC Posts

THE FCC last week designated Warren E. Baker, general counsel, and Edgar W. Holtz, associate general counsel, to be acting liaison representative to Congress and acting security officer, respectively.

Both also were asked to alternate for each other whenever necessary. Their new responsibilities arose after the resignation of Robert D. L'Heureux, former administrative assistant to George C. McConnaughey, recently departed chairman.

KXLF-TV Wants V Boosters

KXLF-TV Butte, Mont., says vhf stations should be allowed to operate tv boosters.

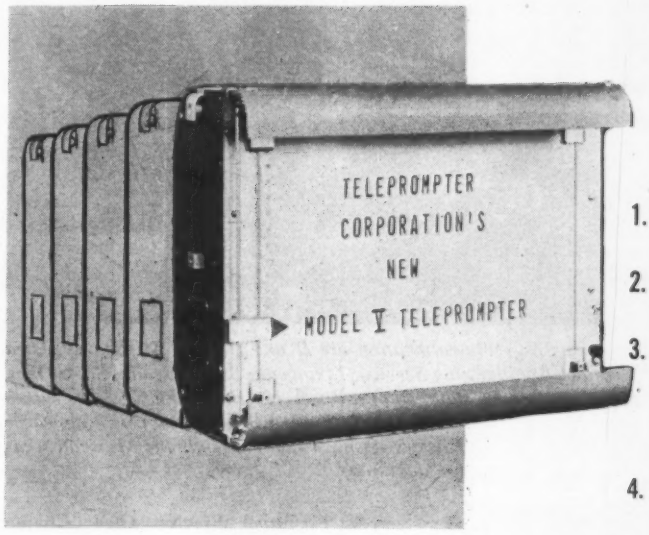
In a reply last week to the FCC's proposed rules (which would allow only uhf operators to use boosters) the Ed Craney-owned station claimed that v's outnumber u's 42-to-4 in seven western states (Montana, Washington, Colorado, Utah, Idaho, Oregon and Nevada). This method would bring tv service to mountainous regions of the West, heretofore without service, the reply stated.

Television Reporting Challenged

WITHOUT mentioning any particular television group or network, Sen. Richard B. Russell (D-Ga.) last week asked the Senate to investigate the industry's handling of newscasts about the civil rights bill [B•T, July 8].

Sen. Russell complained that the views of those fighting the legislation had been "completely obscured." He said he hopes "someone on our side" in the Senate Commerce Committee will move to look into the situation.

IN TV, WORDS AND PICTURES GO TOGETHER!



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ITS WORDS TO THE WISE ARE SUFFICIENT!

1. **NEW "EYE-LET" SYNCHRONIZATION**... No moving parts... quiet operation... quick changes... easy loading.
2. **NEW MASTER CONTROL**... Professionally rack mounted, easy set-up ... greater operational freedom... compact and portable.
3. **NEW MULTI-CONTROL SYSTEMS...**
   DUAL HAND CONTROL... Two separate hand controls with master and slave operation permits unlimited opportunities.
   FOOT PEDAL... ideal when hand motion is indispensable.
   WIRELESS... permits operator complete freedom to roam at will.
4. **NEW MOD V TELLENS ADAPTER**... New lightweight collapsible construction allows quick mount for easy "into-the-lens" prompting technique.

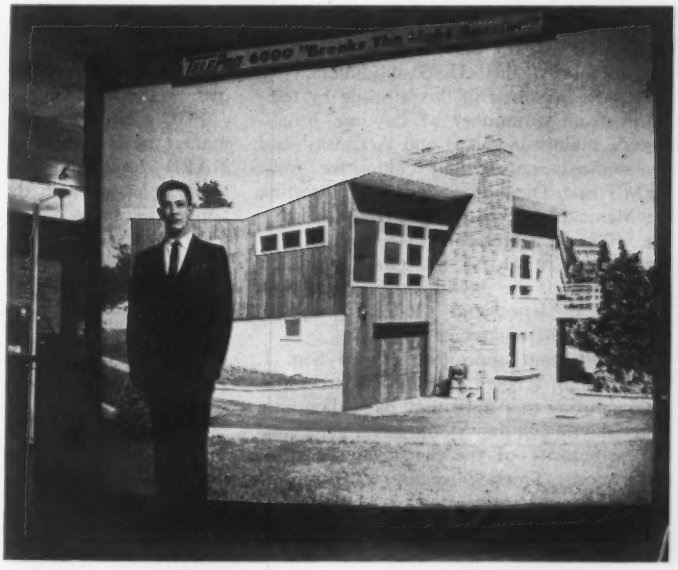
ADVERTISERS PREFER TELEPROMPTER STATIONS
Now more than 120 TV stations feature TelePrompTer service as basic production facilities and advertiser service.

TELEPRO 6000

THROWS AN ENTIRELY NEW LIGHT ON REAR SCREEN PROJECTION

Never before such outstanding performances! More than 6000 lumens of light from a standard 3000 watt bulb!

1. **BRIGHTER LIGHT**... over 6000 lumens of light! The kind of light rear screen projection engineers have tried for years to perfect!
2. **DEFINITION**... efficient light distribution and sharp focus right to the edges!
3. **RAPID SLIDE CHANGER**... changes 62 slides in 60 seconds! Never before such production possibilities!
4. **REMOTE CONTROL**... complete picture control from every vantage point... the director's or video engineer's position in the control room or any studio area!
5. **SALES OPPORTUNITIES**... adds a creative selling tool to your sales staff! Increase the visual impact of local studio originations... increase sales!
6. **ON-THE-SPOT-SLIDES**... from camera to screen in 4 minutes! The only professional rear screen projector on the market that utilizes Polaroid Land camera's 3¼" x 4" plastic mounted on-the-spot transparencies!



Actual demonstration at NARTB Convention, 1957

New TelePrompTer Mod V and Telepro 6000 AVAILABLE IMMEDIATELY to the television and film industry.

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PRINCIPALS in the short Senate Foreign Relations subcommittee hearing last Thursday are pictured above. The subcommittee comprises (l to r) Sens. George D. Aiken (R-Vt.); William F. Knowland (R-Calif.); Mike Mansfield (D-Mont.) standing; J. W. Fulbright (D-Ark.), chairman; Wayne Morse (D-Ore.). Committee clerk Carl Marcy is seated between Sens. Knowland and Mansfield. Major witnesses favoring ratification are (l to r): Hollis M. Seavey, Clear Channel Broadcasting Service; Livingston Satterthwaite, State Dept.; John H. Cross, State Dept.; Rosel H. Hyde, FCC. Sole witness battling ratification is Ray Livesay, WLBH Mattoon, Ill., appearing for Daytime Broadcasters Assn., which contends the Mexican treaty discriminates against daytimers.

DAYTIMERS BLOCK OKAY OF NARBA

DAYTIME broadcasters stopped cold last Thursday an initial move to get the U. S. Senate to ratify the 1950 North American Regional Broadcast Agreement and the 1957 U. S.-Mexico radio treaty.

Ray Livesay, WLBH Mattoon, Ill., chairman of the 150-member Daytime Broadcasters Assn., opposed ratification on the ground that the agreement with Mexico discriminates against U. S. daytimers.

He was bolstered in this attitude by telegrams from a number of daytime broadcasters, mainly in Texas and Arkansas, and a statement sent to the committee from KFMB San Diego (on 540 kc) protesting the Mexican agreement's provision specifying 540 kc as a Mexican clear channel.

Sen. Wayne Morse (D. Ore.) expressed his backing of the daytimers' plea and Sen. William F. Knowland (R-Calif.) agreed with the KFMB statement.

The adamant opposition caused Sen. J. W. Fulbright (D-Ark.) to tell the pro-ratification throng that until they had taken care of the daytimers, they would never get a two-thirds majority of the Senate in favor of ratification. Treaties require a two-thirds Senate vote of ratification. Sen. Fulbright, chairman of the subcommittee, adjourned the hearing indefinitely.

Other committee members were Sens. George D. Aiken (R-Vt.) and Mike Mansfield (D-Mont.)

The hearing even became the subject of a procedural question on the Senate floor. Sen. Morse, leaving the hearing after the opening statements, raised the question of a Senate committee meeting while the Senate was in session. This is contrary to Senate rules. A quorum call was sounded, and Sen. Fulbright brought the hearing to a close at this time. It had run a little over one hour. The Senate was considering the civil rights bill.

Mr. Livesay's main point was that if the Mexican treaty was ratified it would foreclose any action on the request of daytime broadcasters to be permitted to operate from 5 a.m. to 7 p.m. or from local sunrise to sunset, whichever is earlier or later. Present FCC regulations call for daytimers to start only after local sunrise and to cease at sundown. About 200 daytimers operate on Mexican clears.

Mr. Livesay claimed this discriminated against the daytime broadcasters. He charged that the Mexican treaty permitted that country's stations to send their signals over "extensive" areas of the United States.

FCC Comr. Rosel H. Hyde, who chairmaned the U. S. delegation which forged the NARB convention and this year's Mexican treaty, pleaded with the committee that the apparent impact of the Mexican agreement on a few broadcasters not jeopardize ratification—favored by all other broadcasters.

Supporting Mr. Hyde were Hollis M. Seavey, executive director, Clear Channel Broadcasting Service; Livingston Satterthwaite, State Dept.; and Andrew G. Haley, Washington attorney.

Sen. Morse urged that the subcommittee make part of the record the hearing he held on the daytimers petition, filed in 1954, before a Senate Small Business subcommittee.

Objections inserted in the record were from J. C. Willis, KVOM Morrilton, Ark., representing District 6, DBA; Carl N. Dodd, KWCB Searcy, Ark., president, Arkansas DBA; and KGAF Gainesville, Tex.; KTFY Brownfield, Tex.; KDDD Dumas, Tex. Also George V. Whitney, KFMB, claimed that U. S. guarantees to protect Mexican stations was to permit their signals into the U. S.

Supporting ratification were communications from the National Grange, the American Farm Bureau Federation and WFRL Freeport, Ill.

Horizontal Boost to 1 Kw Favored in Class IV Poll

AN OVERWHELMING percentage of Class IV (250 w fulltime) stations favor a proposed horizontal power increase to 1 kw, according to results of a survey announced Wednesday at a Washington meeting of the board of directors of Community Broadcasters Assn. The association will file comments on FCC's proposed rule-making procedure that suggested night-only increase to 1 kw on an individual station basis [B•T, July 1].

CBA found that of 739 replies to a survey of Class IV outlets, 608 favored its plan for a flat day-night increase to 1 kw, 81 did not actively favor, 18 said they would oppose the idea and 50 stated no position.

The CBA board retained Kear & Kennedy to study adjacent and co-channel interference problems involved in a Class IV power increase. The engineering firm previously had conducted a study of receiving sets in connection with separation of station signals.

Support of all Class IV stations will be sought by CBA for its proposed increase. Howard J. Schellenberg Jr., CBA counsel, is preparing comments to be submitted before the FCC Aug. 2 deadline.

CBA directors attending the Wednesday meeting included F. E. Lackey, WHOP Hopkinsville, Ky., president; Robert T. Mason, WMRN Marion, Ohio, vice president; John Henzel, WHDL Olean, N. Y., secretary-treasurer; David Morris, KNUZ Houston; Earl Key, WKEY Covington, Va.; Tom Olsen, KGY Olympia, Wash.; M. H. Bonebrake, KOCY Oklahoma City; John Jacobs, WDUN Gainesville, Ga., and Harold Meyer, Portland, Me.

FCDA Quizzed About 'Audrey'

WERE all (local) radio stations given U. S. Weather Bureau information simultaneously? And was there a time lag between the bureau's findings and their communication to the listening public?

These were some of the questions asked last week of Lewis E. Berry, acting Administrator of the Federal Civil Defense Administration, by Rep. T. A. Thompson (D-La.) after he visited the destruction created in his district by Hurricane Audrey.

EXPERIENCE

Behind the brow of the pilot, knowledge won through years of experience...skill born of doing.

In our business, too, 11 years experience have given us a background that makes the time buyer's job easier...lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

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NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

EDUCATION

META, WPIX (TV) Detail 'Living Blackboard' Series

THE Metropolitan Educational Television Assn., New York, last week detailed its projected "living blackboard" series of educational tv programs to be aired via WPIX (TV) New York during the 1957-58 school term. The series begins Sept. 30 for META's estimated "1,000 school classes and home bound students in the metropolitan area."

On Mondays, for 15 weeks, META and WPIX will show *The Science Corner,* for younger children and including simple experiments, stories, guessing games, pictures and other visual techniques. On Tuesdays (15 weeks), *Spotlight on Asia;* on Thursdays (16 weeks), *Tune-Up Time* will introduce "instrumental families of the orchestra." The Friday "classroom" will be split into two eight-week series, *Earn While You Learn,* "a look-see" at the plan whereby young people work while they learn, and *Careers in Focus,* featuring experts from varied industries and professions, and describing the opportunities inherent in picking specific careers.

Wednesday's programs will be aimed at some 1,800 handicapped pupils with two eight-week series titled *Biology One* and *Excursions in English.*

Extensive In-School Tv Planned By WVEC-TV, City of Norfolk

WVEC-TV Norfolk will telecast lessons for two hours daily in nine Norfolk city schools next term, Thomas P. Chisman, president of ch. 15 uhf station, and school officials has announced. Half-hour lessons in tenth-grade geometry, eighth-grade American history and fifth- and sixth-grade science will be carried Monday through Friday at 9-10 a.m. and 1-2 p.m., starting about Sept. 9 and running to June 4, 1958. The undertaking is part of an overall project in which Ford Foundation's Fund for Advancement of Education divided the total grant of $986,000 among seven cities and two states, to go with equal sums raised locally for tv-in-the-classroom programs [B•T, May 27].

First-year budget for the Norfolk project will be about $112,000. WVEC-TV's only charge will be $400 per month, for which it will furnish air time, complete camera and technical facilities, studios, and engineering and programming personnel not only during school year but also for a month-long workshop to start today (Monday) for indoctrination, course planning, and auditioning and selection of teachers who will do tv teaching.

EDUCATION SHORTS

KDKA Pittsburgh awarded three farm scholarships to outstanding agricultural students to help them finance their senior year at college.

WPEN Philadelphia awarded scholarships for Temple U., same city, to Lorraine Smith, Lincoln High School, and David Wolf, West Phila. High School, as winners of station's "Teen-Age Salute."

PERSONNEL RELATIONS

IBEW, CBS TANGLE ON ANOTHER FRONT

- **Union strikes at CRI**
- **Network counters pickets**

LOCAL 1212, International Brotherhood of Electrical Workers, has renewed its fight with CBS, although it has been legally stopped from interfering with CBS-TV remote telecasts [B•T, July 8].

This time, IBEW is striking CBS Inc.'s recording subsidiary, Columbia Records Inc. Some 35 recording engineers of CRI, members of Local 1212, went on strike against the recording company following expiration of a company-union contract June 30. Also involved are an unspecified number of recording engineers attached to Columbia's Chicago operations, members of IBEW Local 1220.

While it is picketing CRI's headquarters at 799 Seventh Ave., the New York local also threw up a cordon of engineers around CBS' executives at 485 Madison Ave. This latter action has made some 20 studios and CBS radio and CBS-TV master control "off-limits" to all employes of IBEW. All but six, at any rate. It was learned that half a dozen engineers are "sleeping in" at CBS headquarters, having been asked by the management not to leave the building, thus crossing a picket line, thrown up by their own union. The six engineers agreed and have been "locked in" since two weeks ago Sunday. Though the union, to quote one official, "is none too happy about the behavior of these men," there is nothing Local 1212 can do about them. They reportedly have settled down for as long as the strike lasts, sleeping on cots, eating at the restaurant in the CBS building, cleaning up in the executive washrooms that come equipped with baths and showers. The six engineers are understood to work in shifts of four hours each to keep CBS Radio on the air 24 hours a day.

However, while master control on the 23rd floor has been functioning without letup, the studios at 485 Madison have all been idle. CBS Radio has shifted all programming to its studio building across the street from CBS Inc. headquarters at 49 E. 52nd St., which IBEW, by law, cannot picket, since its case is against Columbia, a division of CBS Inc., not against any of the two networks.

A CBS Radio public affairs official admitted that lack of access to the tape studios at 485 Madison Ave. caused more nuisance than hardship, since the public affairs staff (which tapes audio from such tv programs as *Face The Nation* and records network discussion programs like *Invitation to Learning*) has been operating out of CBS Radio offices, at 501 Madison Ave., again not picketed. However, against the eventuality that 501 Madison may be picketed by IBEW, the network has asked a handful of engineers to stand by.

Though union officials as well as individual picketers contacted by B•T declined to offer specific demands ("It's the entire contract we're concerned about, not individual points"), CRI President Goddard Lieberson explained that the union's demands "took the form of a union-written contract presenting not only a multiplicity of the customary " 'money' demands such as increased wages, overtime pay and vacations, but a number of new provisions in the field of work regulation, enlarged jurisdiction, regulation of experimental work and restrictive clauses claimed to be necessary for 'protection' of union and job security." Neither Mr. Lieberson's office nor other CRI officials cared to enlarge on these points. But Columbia's president noted that "nothing in the history of the company-union working experience warrants the exaggerated 'protective' clauses sought by the union. Any fair evaluation of the union's demands must define them as excessive and unreasonable."

10 L. A. Area Radio Indies Reach Agreement With AFTRA

TEN OF the 17 non-network radio stations in the Los Angeles metropolitan area have reached agreement with the Los Angeles local of American Federation of Television & Radio Artists on terms of new two-year contracts for staff announcer-performers to succeed those expiring April 30. Negotiations were begun on a group basis but after that broke down more than a month ago [B•T, June 3], AFTRA's executive secretary, Claude McCue, has continued discussions with stations individually.

Weekly wages specified in the new contracts are as follows: Los Angeles stations: KLAC, up $12.50 to $132.50 the first year, $137.50 the second; KFWB, up $12.50 to $135.80 the first year, $137.50 the second; KRJD, up $12.50 to $118 the first year, $123 the second; KPOP, up $10 to $111.50 the first year, $119 the second; KPOL, up $12.50 to $115.50 the first year, $123 the second; KFAC, up $11.50 to $118 the first year, $123 the second; KMPC, up $17 to $143.25 the first year, $151.25 the second.

KGIL San Fernando, up $15.20 to $115 the first year, $120 the second, plus an additional $7.50 increase to be given within 90 days after KGIL goes to 5 kw. KIEV Glendale drops its current escalator scale from $92.50 for new employes to $112.50 after four years and replaces it with a flat $115 the first year, $120 the second. KGER Long Beach, up $13.50 to $115 the first year, $120 the second. Agreement had been announced [B•T, June 3] between AFTRA and KFOX Long Beach for an immediate increase of $20 to $116 the first year, $126 the second, but Mr. McCue said there now appears to be a difference of opinion between union and station as to whether an agreement really had been reached.

All the new contracts are retroactive to May 1, 1957, and all include an agreement for stations to contribute 5% of the wages paid to AFTRA members into the union's pension and welfare fund, except that of KMPC, which, Mr. McCue said, "has a better welfare plan than ours."

Negotiations are continuing with KBIG Avalon (Catalina), KALI, KWKW and KXLA Pasadena, KGFJ Los Angeles and KDAY Santa Monica.

NBC, NABET Agree on Use Of Video Tape Gear in L. A.

AN agreement on manning operations for the introduction of video tape recorders by NBC-TV in Hollywood has been reached after several months of conversations between the network and the Hollywood local of the National Assn. of Broadcast Employes & Technicians and is now awaiting ratification by NBC's top management and the union's national executive headquarters, both in New York.

Local discussions in Hollywood were held under a clause in the union's agreement with NBC that permits NABET to open such talks when new devices are introduced into the technical operations of the network. Essentially, the agreement calls for a full time Grade 6 (top level) supervisor to be on duty at all times when a video tape recorder is in use, for either recording or playback. It also provides for a man to be on duty in the control room whenever there is a VTR playback and at least one man per program during recording operations.

The question of severance pay for NABET members displaced by automation was referred to New York network and union officials.

WGAW Sues Lippert Pictures On Release of Movies to Tv

A BREACH-OF-CONTRACT suit was filed in Federal Court in Los Angeles Tuesday by Writers Guild of America, West, against Lippert Pictures Inc., charging Lippert released motion pictures made after 1948 to television without making the stipulated payment to the writers of these films.

The contract signed in 1951 with WGA by the Independent Motion Picture Producers Assn., of which Lippert Pictures was a member, agreed that if any industry pattern of writer payments for post-'48 films released to tv was established, the companies in the association would conform. Melville B. Nimmer, guild counsel, said. The suit charges failure by Lippert to live up to this contract and asks the court to order Lippert to render a full accounting of all monies received and full information about the pictures, including titles, names of writers and the amounts originally paid for their scripts.

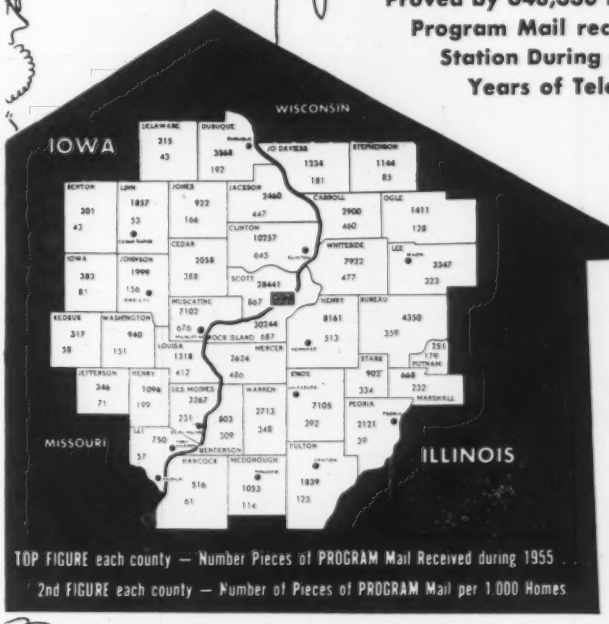
Kenyon Heads WGAW Groups

CURT KENYON, president of the television-radio branch, Writers Guild of America, West, has also assumed the chairmanship of the cooperative and grievance committees. Samuel Newman is vice chairman of the cooperative committee; Seaman Jacobs is vice chairman of the grievance committee. Don Mullally is again chairman of the film tv division of the negotiating committee, with Martin Wark head of the live tv division of this committee. Wells Root is chairman of the credits committee. Howard Green is chairman of the MBS enforcement and rights committee. Gomer Cool and William Cowley form the membership and finance committee and Herb Meadow and Leonard Lee are the tv-radio representatives on the Screen Writers' negotiating committee.

WOC-TV

They get the 1 Picture

Proved by 648,330 Pieces of Program Mail received by this Station During 6 full Years of Telecasting . . .



TOP FIGURE each county — Number Pieces of PROGRAM Mail Received during 1955 . .
2nd FIGURE each county — Number of Pieces of PROGRAM Mail per 1,000 Homes

This fabulous response . . . 91% of it to local live telecasts . . . began in 1950. That year . . . WOC-TV's first full year on the air . . . 33,845 pieces of program mail were received; this mail came from 23 Iowa-Illinois counties — 237 cities and towns.

By 1955, this response jumped to 149,215 pieces of program mail received during a 12-month period; it came from 39 Iowa-Illinois counties — 513 cities and towns in these counties.

Accompanying map shows breakdown of this 1955 program mail, proving WOC-TV's "Good Picture" area.

WOC-TV Viewers are responsive. They respond to WOC-TV telecasts by mail. More important, they respond to advertising on WOC-TV by purchases at retail outlets. We have a million success stories to prove it (well, almost a million). Let your nearest Peters, Griffin, Woodward representative give you the facts. Or call us direct.

WOC-TV 39-COUNTY COVERAGE DATA —

Population	1,583,800
Families	489,700
Retail Sales	1,934,984,000
Effective buying Income	2,686,413,000
Source	1957 Survey of Buying Income (Sales Management)
Number TV Homes	317,902
Source	Advertising Research Foundation

WOC-TV Owned and Operated by Central Broadcasting Co. Davenport, Iowa

The Quint-Cities Station — Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

WOC-TV is part of Central Broadcasting Company which also owns and operates WHO-TV & WHO-Radio, Des Moines

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

Meilink to Make Tv Receivers

A NEW electronics division of the Meilink Steel Safe Co., Toledo, to be known as the Tela Electronics Division of the firm, has been established to manufacture two kinds of closed-circuit tv receivers, it was announced by Stanley R. Akers, Meilink president, last week. The receivers will be a forward-screen unit that projects a picture up to 12 by 15 feet on a movie-type screen and a self-contained rear-screen receiver that projects the picture on a 30-by-40-inch screen, Mr. Akers said.

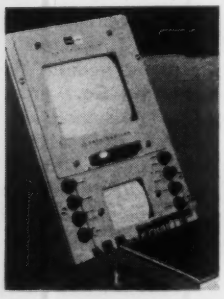
Tung-Sol to Offer Public Stock

TUNG-SOL ELECTRIC Inc., which purchased Chatham Electronics Division from Gera Corp. last May, has proposed a public offering of 100,000 shares of its cumlative preferred stock, $50 par value, convertible prior, to Aug. 1, 1967, according to a registration statement filed with the Securities & Exchange Commission. Harriman Ripley & Co. Inc. was named as the principal underwriter.

MANUFACTURING SHORTS

American Electronics Inc., Audio Div., L. A., announces new American Series AV 104 tape recorder, designed to meet requirements of audio-visual field. Stereophonic, push-button recorder is equipped with safety erase interlock and accommodates reel sizes up to 10½ inches. Special features of Model 104 include tape transport with dual record amplifier and dual playback preamplifiers for stereo record and playback.

Kin-Tel (Kay Lab), San Diego, Calif., announces Kin-Tel Master Monitor, Model ARM-13B, video monitor intended for use as either a camera monitor or outgoing line monitor in broadcast tv applications. Ten-inch aluminized Kinescope is employed for picture presentation. Kinescope video amplifier has 8 mc bandpass to provide horizontal resolution in excess of 600 lines. Five-inch, flat-faced, A-scope combined with illuminated, calibrated reticle, provides means of setting video, sync, and pedestal amplitudes to extremely close tolerances.



MASTER MONITOR

General Electric Co. is planning to display new transparent phosphors, new voltage-tunable magnetron and three new rugged computer tubes at Western Electronics Show and Convention to be held in San Francisco in August. New phosphors, applied in an extremely thin "molecular" transparent layer, permit spot and line resolution to approach diameter of electron beam itself—instead of usual two to three times enlargement found in powdered phosphor screens, according to GE.

L.A. Council Holds Action on Toll Tv

THE Los Angeles City Council last Wednesday postponed for a week its decision on whether to grant the application of Skiatron Tv Corp. for a non-exclusive 21-year franchise to install and operate a closed circuit toll tv system within the city, as recommended a week earlier by the city's Board of Public Utilities and Transportation [B•T, July 8].

Nor did the council take action on the board's recommendation that the city draw up a franchise to be advertised for sale and awarded to the highest bidder. A tentative draft, submitted to the council, suggests the city receive 2% of the gross revenue from the operation, or 1% plus five hours of free time each week for use of the city in educational or informational activities.

The decision to postpone came after an hour's discussion of the board's recommendation, devoted mostly to an explanation of the proposal by L. E. Timberlake, chairman of the Council Committee on Industry and Transportation, and his answers to questions from other councilmen, few of whom had read the file of earlier hearings on the subject. Several councilmen expressed concern that a franchise to Skiatron, said to have a contract for exclusive tv rights to the games of the Brooklyn Dodgers (who reportedly are expected to be a Los Angeles club next year), might take away from viewers sportscasts they now receive without payment. Particular concern was expressed over low-income constituents who might lose their present programs but could not afford an expensive toll tv service.

Mr. Timberlake stressed Skiatron's plan to make no charge for installing its decoding device on tv sets of subscribers and said he understood the contemplated monthly fee to be only $3. He also emphasized that the franchise would be non-exclusive noting that International Telemeter Corp., Paramount Pictures subsidiary, had expressed its intention to apply for a franchise when the terms are set. He said there might be other bidders as well.

Also questioned was whether 2% is enough for the city to collect for a closed circuit toll tv franchise and whether the non-exclusivity would be so in fact as well as legally, since it seemed essential for the franchise holder to deal with Pacific Tele-

OF EMULATION AND MOTIVATION

"DON'T SELL merchandise. Sell the impact of emulation," Henry Saperstein, president, H. G. Saperstein & Assoc., merchandise consultant firm, said in a talk to Hollywood Advertising Club last month.

Mr. Saperstein's organization is sole international licensor for all items sold under the Wyatt Earp-Hugh O'Brien label, the double identification being necessary because the name Wyatt Earp is now in public domain, he said. Guns, belts, holsters and various items of boys' clothing are currently on the market bearing the name of the Western marshal and the actor who portrays him on the ABC-TV series.

Other Saperstein merchandise properties are Lone Ranger, Jim Bowie, Lassie, Ding Dong School, Zsa Zsa Gabor and Elvis Presley. The company also handles premium promotions for Kellogg Co., Procter & Gamble Co., General Mills and Mars Inc.

"Our method of merchandising is taking an element of the emotions—emulation—and translating it into merchandise sales," Mr. Saperstein explained. "Emulation," he said, "is what makes a papa want a sports car, mama to want clothes like those she's seen on Marilyn Monroe, Junior to want a Wyatt Earp gun or a Mickey Mouse cap or, if he's a few years older, something identified with Elvis."

This is big business, he said, reporting that his company alone handled merchandise items with combined sales of $62 million last year. He estimated that the three leaders in the field, Disney and Roy Rogers and his company, had total merchandise sales well over $200 million for the year. But it's a difficult business, Mr. Saperstein declared, pointing out that the stores seldom want any star-labeled merchandise until the public demands it and makes them stock it.

"You should have heard the cosmetic buyer for W. T. Grant stores scream when I went to him and told him I had a new lipstick," Mr. Saperstein said. "He told me in no uncertain terms that the last thing he wanted was another lipstick. But when I explained that what we were selling was not just a lipstick but a lipstick whose case carried the Elvis Presley signature, whose shades were named for the best-selling Presley records, and that what we were offering weren't really lipsticks but a concept and an impact, he bought the idea—and the public bought the lipsticks."

Theatres as a rule don't buy things to give away, but the Elvis Presley concept was strong enough to enable the Saperstein organization to sell more than five million autographed photos of Elvis to give away to his fans, Mr. Saperstein reported. "Education is the kiss of death" is what he was told when his company took on *Ding Dong School* as a merchandise client, yet "we sold 14 million Ding Dong School books and put Rand McNally into the small book business," he stated.

His firm's premium business has grown until last year it put out more than 200 million premiums, including 40 million Jack Webb Dragnet whistles, for Kellogg. "Here, again, the important thing was the concept," he declared. "Without the name Dragnet, and without that name signifying a very popular tv program, we'd have nothing. With those qualities we had a real smash."

above—WBZ-TV's new Ideco tower at Boston, 1,199 feet above ground (1,349 feet Mean Sea Level).
right—Slot antenna will side-mount directly beneath WBZ-TV's present antenna. The super-gain antenna will bolt into the bottom section of the narrow tower top.

New Ideco Tower Designed for Future Stacking of Antennas, Future 300-Foot Height Increase

"Give us a one-antenna tall tower now, but provide for adding more antennas and another 300 feet of tower later."

That was the problem presented to Dresser-Ideco by WBZ-TV at Boston. The solution is this recently completed guyed tower, carrying WBZ-TV's channel 4, 6-bay antenna at 1,199 feet above ground (1,349 feet Mean Sea Level) . . . still another over-1,000-foot Ideco tower. A channel 5 super-gain antenna and a channel 7 slot antenna can be mounted beneath the WBZ-TV antenna later, without disturbing WBZ-TV's antenna and with no modifications to the tower necessary. Likewise, with no modification necessary, the tower can be increased to 1,499 feet (1,649 feet Mean Sea Level) simply by temporarily removing the antennas and adding another 300 feet of tower.

This WBZ-TV project is still another demonstration of Dresser-Ideco's ability to solve the unusual in tower design and building problems. This same engineering ability contributes to the soundness and economy of more routine towers, too.

So when you start thinking about your new tower . . . both for your present need and for the future, too . . . start planning with Dresser-Ideco. Write us, or contact your nearest RCA Broadcast Equipment representative.

Dresser-Ideco Company
ONE OF THE DRESSER INDUSTRIES
TOWER DIVISION, DEPT. T-11, 875 MICHIGAN AVE., COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, California.

phone & Telegraph Co., whose free franchise from the city was referred to frequently and bitterly. "If we are going to grant PT&T an exclusive franchise here, let's know that we are, before we do it," one councilman said.

Despite their fears that toll tv might take some present free programs away from their constituents, several councilmen commented that the payment of fees might be preferable to the overload of commercials on some tv programs. Local sportscasts and late evening telecasts of feature films drew the heaviest criticism for excessive interruptions for commercials.

'Tv Guide' Regional Editions To Be Split in Northeast

THE three regional editions of *Tv Guide* serving the New England states and parts of New York, Pennsylvania and eastern Canada will be split into five regional editions effective with the Oct. 12, 1957, issue, according to an announcement by the magazine last fortnight.

Under the realignment, the present New England, Hudson Valley and Lake Ontario editions will be split into the following editions: New England, Connecticut Valley, New York State, Lake Ontario and St. Lawrence. They have a combined weekly circulation of 740,000, the magazine said.

Jerrold Happy Over Prospects For Community Antenna Sales

JERROLD Electronics Corp. looks for a steady growth during the next year and a half that will be comparable to the 40% sales increase tallied during its fiscal year ended last February, according to Milton J. Shapp, president.

The firm reported net sales and operating revenues of $5,142,702 for the year ended Feb. 28, compared to $3,703,065 in the previous period. Net income for fiscal 1957 was $161,529, or 15 cents a share, against $169,422, and 15 cents a share, in the preceding year.

Jerrold presently is operating nine community antenna systems. Mr. Shapp estimated the firm will take in about $1,600,000 from these relay systems in the current year—a sizeable increase from the nearly $1 million received from this source a year ago. Mr. Shapp said Jerrold also has a $750,000 backlog of new antenna system contracts, the biggest in the firm's history.

In another development regarding community antennas, Mr. Shapp filed a petition with the FCC calling on that agency to provide for the antenna system's microwave needs on a non-common carrier basis in any decisions FCC may make regarding the eventual allocation of frequencies above 890 mc.

The Commission currently is hearing testimony on the higher bands before rule-making for their assignment.

Mr. Shapp, who said he also was speaking for the National Community Television Assn. Inc., added his community systems are not "Pay-As-You-See" television.

He said his corporation is "basically requesting a means to facilitate bringing television to rural communities where it must be assumed present techniques have not proved economically feasible due to distance from signals of adequate strength to produce acceptable pictures."

Mr. Shapp renewed an earlier suggestion that the Commission consider "permitting the use of low cost microwave equipment comparable to translator equipment, operating in a band as near 590 mc as possible, utilizing highly directionalized antennas for relaying signals of broadcast stations to [community] systems and translators."

ASCAP Members Sue Owner Of WMCW Over Use of Songs

A SUIT for copyright infringement has been filed against Esther Blodgett, owner of WMCW Harvard, Ill., by Alan Jay Lerner and Frederick Loewe, writers of "My Fair Lady," and Chappell & Co., all members of American Society of Composers, Authors and Publishers, ASCAP announced Thursday. The plaintiffs allege that copyrighted songs were performed by the radio station without authorization. The Lerner-Loewe songs are "I Could Have Danced All Night" and "With a Little Bit of Luck." The Chappell songs are "Where or When" and "There's a Small Hotel," both by Richard Rodgers and Lorenz Hart.

The plaintiffs are asking the U. S. District Court for the Northern District of Illinois to restrain the defendant from publicly performing the songs in the future and to award damages of not less than $250 for each unauthorized performance, together with court costs and attorney's fees.

MILESTONES

► WROC-TV Rochester, N. Y., marks eighth anniversary with salute to Rochester Regional Red Cross Blood Donor program.

► WRC-TV Washington, D. C., observes 10th anniversary.

► BUD ZIMMERMAN, KGU Honolulu, celebrates 20th anniversary in radio.

► RADIO FREE EUROPE marked eighth year of broadcasting to Czechoslovakia, Hungary, Poland, Bulgaria and Romania.

► WRVA Richmond, Va., celebrates 20th anniversary as CBS affiliate.

► KDTH Dubuque, Iowa, celebrates 17th anniversary.

► CHARLES A. CLIFTON, sportscaster, KRKD Los Angeles, celebrates 20th anniversary with station.

► CHET BEHRMAN, operations director, WFIE-TV Evansville, Ind., celebrates 15 years in radio and tv.

► KFXD Nampa, Idaho, celebrates 27th birthday.

► WCBI-TV Columbus, Miss., marks first anniversary of telecasting.

"Live?"

. . . Not likely. Ghoulish tricks—or any tricks, illusions, visual sleight-of-hands—come off safest, surest on film. Time . . . space . . . reality even, are conquered with snap and precision.

And with film—show, station, time are yours to control.

Truly, a good release is a better release when you USE EASTMAN FILM.

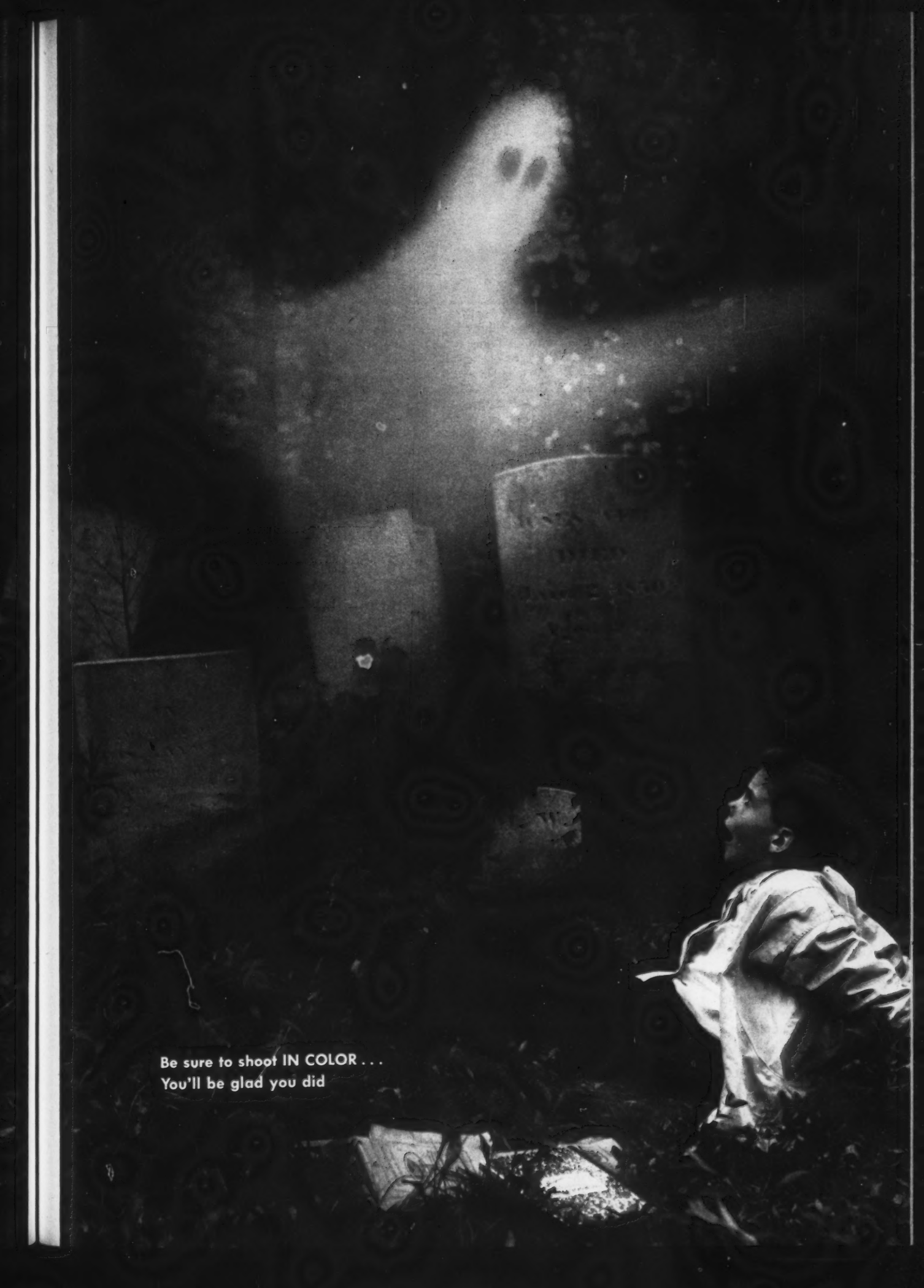
For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Film, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Cal.


Be sure to shoot IN COLOR . . .
You'll be glad you did

Brown, Cole, Durham Figure In Personnel Changes at RAB

A SERIES of executive personnel changes at Radio Advertising Bureau, New York, will go into effect today (Monday), according to last week's announcement by RAB General Manager John F. Hardesty. Involved are:

• Walter E. Brown, an RAB presentation writer, who becomes senior presentation writer, succeeding Herbert Meyer, resigned to join CBS-TV as senior presentation writer. Before joining RAB in 1952, Mr. Brown was advertising manager for the former DuMont Television Network and a copywriter for ABC.

• Lloyd Cole, office manager, who becomes productions manager, supervising the art and visual aids sections of RAB. Before joining the sales and promotion organization in 1952, Mr. Cole was with a Wall Street investment house. He also appeared on Broadway as a singer-actor.

• Ralph N. Durham, assistant controller of Stehli & Co., a New York textile firm, who resigns from that firm and moves to RAB office manager. He reports to William L. Morison, RAB administration director.

Meanwhile, RAB President Kevin B. Sweeney announced Thursday that as an innovation at the forthcoming third annual National Radio Advertising Clinic in New York Oct. 8-9, RAB will play host to more than 750 corporate executives and broadcast management officials at an opening night cocktail party hosted by a group of radio network and recording stars.

Radio Listening Families Have Highest Incomes—RAB

THE more money a family has, the more it listens to radio. That's the conclusion drawn by Radio Advertising Bureau from a special report compiled several months ago in six widely-spread, Tv-saturated markets by The Pulse Inc. The interpretations of this Pulse report are to be found in a RAB report now being distributed to interested advertisers and agencies.

RAB singles out the heads of those families in the top 15% income bracket and notes they possess the "economic means to do the greatest spending, purchase the greatest volume of services and products in the highest price categories, exert decisive influences on major family purchases, spend more time listening to radio than they do in playing golf, watching baseball games or going fishing."

AIEE Meeting Set for August

THE AMERICAN Institute of Electrical Engineers plans to devote a panel session to television and aural broadcasting during its August 28-30 Pacific General Meeting at Pasco, Wash.

On August 29, F. F. McClatchie, Pacific Telephone & Telegraph Co., will discuss a modified microwave system for color tv transmission. J. H. Clark, same firm, will talk on a video differential phase and gain equalizer. W. S. Michel, Bell Telephone Labs., will talk on statistical encoding for text and picture communication.

NEW officers of the Art Directors Club of Los Angeles seem to enjoy putting down the brushes and modeling for their own inaugural portrait. They are (l to r, seated) Michael C. Such of Erwin, Wasey & Co., president; Arthur J. Sherman, Hixson & Jorgensen Inc., first vice president, and Joseph Franz, Stromberger, LaVene, McKenzie, second vice president; (l to r, standing) John Whyte, Dan B. Miner Co., secretary; James Knight, Neale Advertising Assoc., membership chairman, and James Coyle, Charles Bowes Advertising Inc., treasurer. The club sponsors the annual Exhibition of Advertising and Television Art, covering 11 western states, and gives six art scholarships each year.

Two to Represent NARTB

NARTB has named two representatives to the American Council for Education in Journalism. Robert K. Richards, NARTB consultant, was designated the association's representative, and Robert T. Mason, WMRN Marion, Ohio, member of the NARTB Radio Board, was named representative on the council's accrediting committee. The council is a joint project to promote training in aural, visual and print journalism.

Seven New York Firms Join Film Producers Assn. There

SEVEN companies have joined the Film Producers Assn. of New York as new members, it was announced last week by Harold E. Wondsel, president of FPA, which embraces producers of tv film commercials and industrial motion pictures in the East.

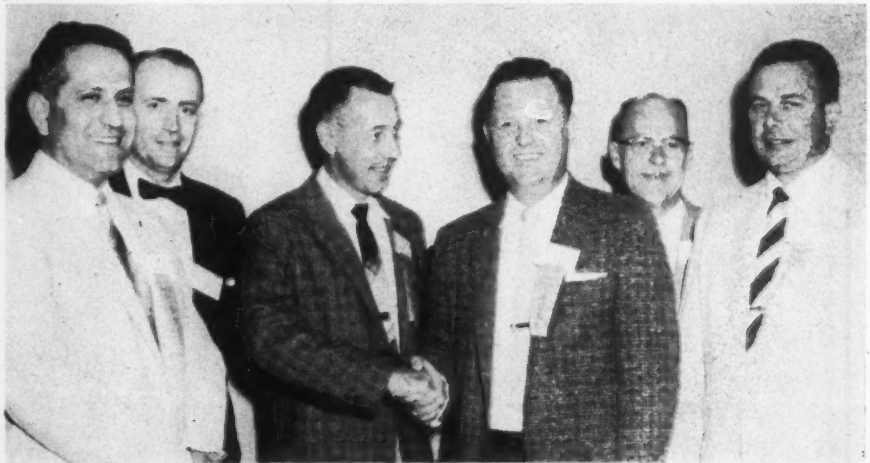
New association members are Thomas Craven Film Corp.; Depicto Films; Elliot, Unger & Elliot; Filmways Inc.; Fletcher Smith Productions; Roger Wade Productions, and Wondsel, Carlisle & Dunphy. Mr. Wondsel reported that film companies are prepared for "an unparalleled production boom during the summer and fall." He said that the delay by networks in "firming up" the tv fall schedule had held up normal spring production of commercials, but added more summer activity is expected.

FPA, Mr. Wondsel said, is preparing a program for this fall to "reassert its qualifications," acknowledging that the tv film and industrial film industry in the East is receiving stiffer competition from West Coast interests. On the agenda for fall is another tv commercials workshop; the preparation of a code of fair practices and responsibilities to fit the current demands of the tv film and industrial fields and the issuance of a booklet on New York production value.

Calif. Court Demonstration Urged

DEMONSTRATION of the ability of radio-tv to report a court proceeding without disturbing orderly procedure would be staged by the California State Radio & Tv Broadcasters Assn., under terms of a resolution adopted by the board of directors. The association is conducting a campaign to gain equal access with other media to courts.

Annual convention of the association will be held in Los Angeles in November. Robert J. McAndrews, KBIG Avalon, and Loyd Sigmon, KMPC Los Angeles, are co-chairmen for the meeting. Hank Thornley, KBET-TV Sacramento, has been named publicity director of the association.



COLORADO Broadcasters Assn. elected new board members for 1957-58 at its annual meeting, held concurrently with the BMI clinic in Glenwood Springs June 20-21. L to r: George O. Cory, KUBC Montrose; Robert S. Hix, KOA Denver, secretary-treasurer; Jerry Fitch, KGLN Glenwood Springs, outgoing president; Robert Dolph, KFTM Fort Morgan, new president; Ray Beckner, KRLH Canon City, and Harry Hoth, KRDO Colorado Springs, vice president.

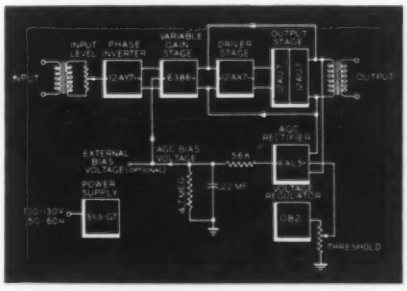
NEW AGC PROGRAM AMPLIFIER

TYPE BA-25A

Designed for Automatic Control of Audio Program Level

Features:

- Small, compact, plug-in construction.
- Feedback circuits assure excellent frequency response—low harmonic distortion at any degree of gain reduction.
- Provides automatic fading or remote gain control.
- Self-contained power supply.
- Metering switch provides quick tube check.
- Convenient front panel controls.
- Stabilized bias voltage.



Now you can improve your station coverage. This new RCA Program Amplifier with automatic gain control can maintain a nearly constant average output level over wide variations of average input level, thereby assuring maximum performance of your limiting amplifier.

Now you can prepare for unattended AM programming system. The amplifier is also used in conjunction with an external bias source for remote gain control or automatic fading permitting remote audio operation.

Other uses include its application as a master gain control for program line, microwave input audio control, automatic fader control, or straight program amplifier without level control (by removing tube disabling the automatic level control circuit).

Premium performance and ease of operation will assure years of successful application.

Ask your RCA Broadcast Sales Representative for complete information. In Canada: write RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Tmk(s) ®

Industry Figures to Address Georgia Meeting Aug. 11-13

GEORGIA Assn. of Broadcasters will hear agency, advertiser, media and broadcast figures at its Aug. 11-13 meeting to be held at the Gen. Oglethorpe Hotel, Savannah. Frank H. Hoell, media director of D'Arcy Adv., Chicago, will speak at the Aug. 12 morning session and the Ford Edsel Division will send a representative.

FCC Comr. Robert E. Lee will speak at the Aug. 12 luncheon. Sol Taishoff, editor and publisher of B•T, will address the Aug. 11 night session. Gordon McLendon, head of the McLendon station group, and Gaines Kelley, WFMY-TV Greensboro, N. C., are other speakers. John M. Outler Jr., veteran broadcaster who is retiring from WSB-AM-TV Atlanta, will deliver a "farewell speech" at the GAB banquet. The association will elect officers. L. H. Christian, WRFC Athens, is president John W. Jacobs Jr., WDUN Gainesville vice president, is program chairman.

RETMA Studies Trade Shows' Value

A SURVEY of electronic manufacturers' opinions on the value of trade and industrial shows is being made by Radio-Electronics-Tv Mfrs. Assn. The study was ordered by the RETMA board at its May 17 meeting following expressions of growing concern by members over the increased number of trade shows and expositions. The survey is designed to yield data on cost of taking part in shows as well as membership opinion on the results obtained.

AWRT Picks Capital for 1961

THE national board of American Women in Radio & Television has selected Washington, D. C., as site of its 1961 national convention. The annual event will be held April 23-26 at Washington's Statler Hotel. Interim convention sites have been announced previously for San Francisco, 1958, and New York, 1959. AWRT board will not decide on a 1960 site until its fall meeting.

UPCOMING

July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

July 16-19: ABC TV Affiliate Assn., Beverly Hills Hotel, Los Angeles.

July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

July 27: United Press Broadcasters of Ohio, lunch, Deshler-Hilton Hotel, Columbus.

July 29: Iowa Broadcasters, summer meeting, Hotel Fort Des Moines, Des Moines.

August

Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

Aug. 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 16-18: Semi-annual meeting, West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 20-23: Western Electronic Show and Convention, San Francisco.

Aug. 30-31: Annual meeting of Montana Radio Stations, Florence Hotel, Missoula, Mont.

HERE Lloyd E. Yoder (r), NBC vice president and general manager of WRCV-AM-TV Philadelphia, accepts the bronze medallion and citation of the National Education Assn.'s 1957 School Bell Award from Robert E. McKay (l), president of the National School Public Relations Assn., at special ceremonies in Convention Hall, Philadelphia, last fortnight. The award was made in recognition of the station's documentary tv series, Progress, in which New Jersey Education Assn. and the Pennsylvania Education Assn. presented programs dealing with current problems in education.

Stations Vie for Gold Medals

CALIFORNIA's radio and tv stations will complete for three Gold Medal Top Show Awards, given for the best program of the year—single or series, entertainment or public service—which will be presented by Gov. Goodwin J. Knight at the fifth annual Press-Radio-Tv Banquet to be held Aug. 31 at the California State Fair & Exposition, Bert J. Abraham, director in charge, said last week. Radio stations can enter as metropolitan (100,000 or more population range) or non-metropolitan. Tv stations are in their own category. Entries should be submitted by means of typewritten copy and/or story boards no later than midnight, July 20, to Press-Radio-Tv Awards, California State Fair & Exposition, P.O. Box 2036, Sacramento, Calif.

RTNDA Contest Now Open

ENTRY blanks for the annual news awards competition by the Radio-Television News Directors Assn., now in progress, may be obtained by writing Prof. Baskett Mosse, chairman, Department of Radio and Tv, Medill School of Journalism, Northwestern University, Evanston, Ill. Any radio or tv station in the U. S. or Canada may enter prior to the Sept. 1 deadline in four categories: outstanding radio news operation of 1957; outstanding tv news operation of 1957; outstanding news story or news feature broadcast by radio in 1957, and outstanding news story or news feature telecast in 1957.

AWARD SHORTS

WPTR Albany received 1957 award of Communication Arts Guild of Catholic Diocese of Albany for "the most original work by a medium of communication in strengthening the moral fibre of the community." Presentation was in recognition of station's participation in community campaign to get obscene literature off city's newsstands.

Johnny Grant, disc jockey, KMPC Los Angeles, received Certificate of Recognition, highest award of American Legion, presented by Los Angeles County Council of Legion at its annual Fourth of July fireworks show.

Otis Malcolm, make-up man, awarded Golden Palette of Society of Make-Up Artists for best tv make-up of 1956 for Loretta Young's make-up in "The Pearl" program of *Loretta Young Show* series on NBC-TV. Dick Smith received Golden Palette for best coordinated make-up and hair-styling for an entire tv production for "Taming of the Shrew" on NBC-TV's *Hallmark Hall of Fame.*

WGR-TV Buffalo received citation of merit from Erie County American Legion, for "its vital contribution to the community as a responsible medium of communication and for its whole-hearted co-operation with programming in the community interest."

Bob Emery, WBZ-TV Boston, received Certificate of Meritorious Service from Mass. Dept. of American Legion, for "his unceasing efforts to promote and instill in the minds of the youngsters . . . the basic concepts of loyalty and devotion to the American form of government."

WRCA-AM-TV New York was presented citation for its "outstanding public service contributions" by Richard E. Booth, executive director of Greater New York Fund.

KDKA-TV Pittsburgh received plaque from Lions International District 14-B for its work in drive for Pittsburgh Blind Assn.

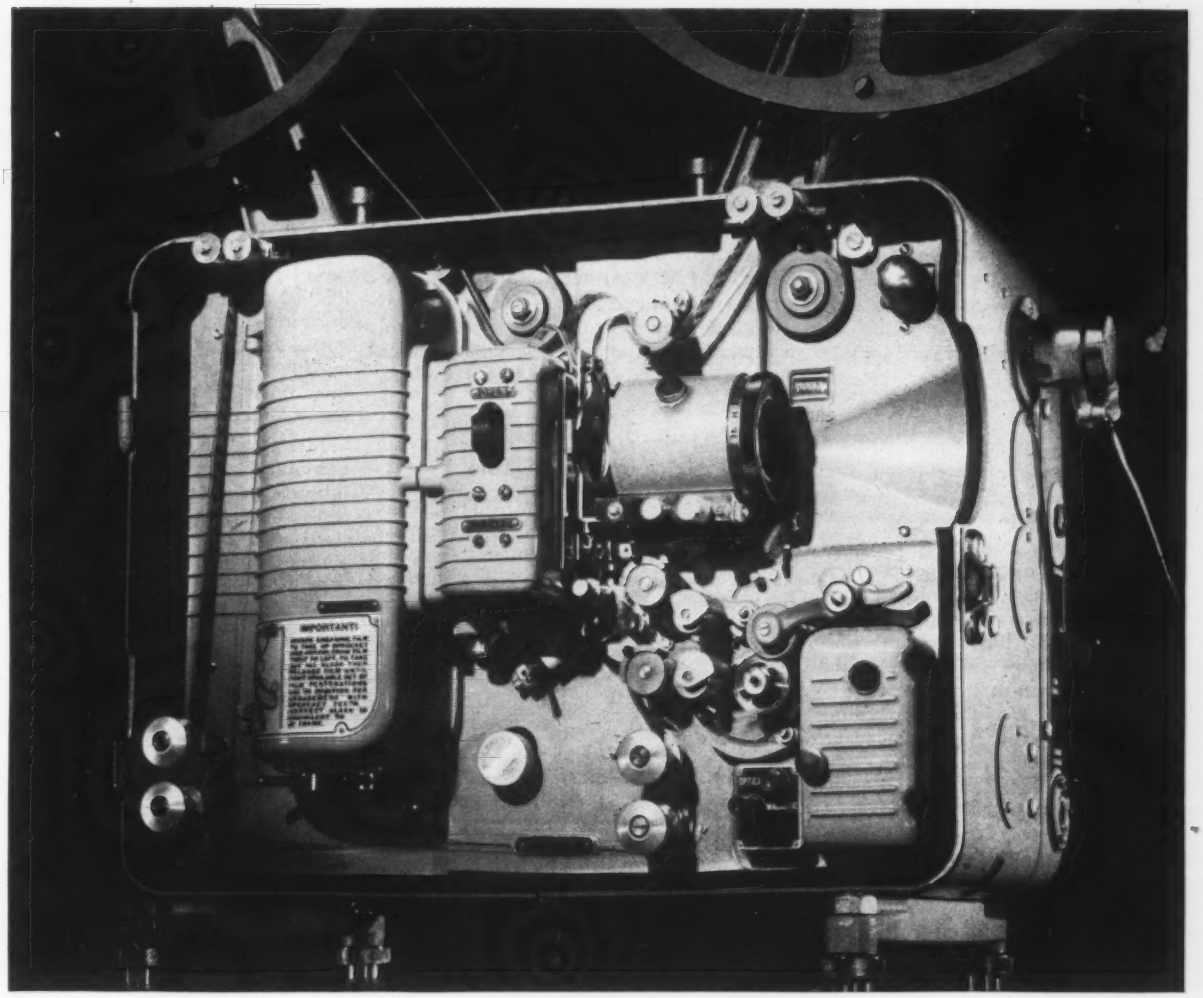
WMAQ (TV) Chicago's *Carnival of Books* program and its originator, **Ruth Harshaw,** cited by Chicago Council on Foreign Relations with its "World Understanding Award."

New York U. receives plaque from Federation of Hellenic American Societies for its tv series *Our Nation's Roots* (WCBS-TV N. Y., Sat. 2-2:30 p.m.).

Jessie B. Ferguson, Philadelphia school teacher, received NBC Public Service Award "in recognition of her outstanding service to the children of the community."

Adv. Club of Memphis honored at national advertising convention, Miami, for support of literacy course on tv and "Senior Citizen's Week."

WAVZ New Haven, Conn., honored by New Haven Safety Council for "its service to New Haven" and by National Safety Council with Public Interest Award for 1956.



BELL & HOWELL VIDICON PROJECTORS

Versatile Programming . . . Low Initial Cost

Originally produced to meet rigid JAN (Joint Army-Navy) specifications, this Bell & Howell projector is noted for its ruggedness, trouble-free performance, simplicity and ease of servicing. It includes the following special features: Optical and magnetic sound reproduction • Fixed-axis framing • Easy threading Built-in loop setter • Forward and reverse • Operating hour meter • Single-phase operation • 600-ohm balanced line output.

As an integral part of Vidicon film chains, this new 16mm Bell & Howell projector provides many unique advantages. For example, you get complete manual control, plus connection for remote control. At the push of a button, you can change from picture and sound on one projector to the same set-up on the other.

This Bell & Howell projector also conforms to proposed new ASA standards for placement of magnetic sound. All in all, the full potential of versatile programming is in direct proportion to the creativeness of your production people.

Talk to your Systems Supplier soon. His quotation will be a pleasant surprise. Or write for specifications on Design 614 CVBM projector. Bell & Howell, 7139 McCormick Road, Chicago 45, Ill.

FINER PRODUCTS THROUGH **IMAGINATION**

Bell & Howell

Tv Gains Court Access At Trial in Texarkana

TELEVISION film coverage of a Texarkana, Ark., murder trial by KCMC-TV was started last week as the presiding judge, along with observing judges from Texarkana, Tex., voiced approval of broadcast reporting.

Circuit Judge Lyle Brown permitted silent film telecasts Thursday afternoon after viewing rushes with trial counsel. He expressed amazement that the camera was able to cover the courtroom so well, working behind a one-way glass panel installed in a side door of the courtroom. He added that the pickup caused no disturbance in the courtroom.

KCMC-TV went on the air Thursday evening with portions of the Wednesday proceedings. A commentary was supplied by the news staff, headed by Bill Gill.

Judge Brown was contacted Thursday by a representative of the American Bar Assn., he told newsmen, and informed the coverage was a violation of Canon 35 (ABA ban on broadcast-visual coverage of court proceedings). The judge said he took the matter "under advisement."

Attorney Harold Flowers, representing James Moore, 18-year-old Negro defendant, twice objected to tv coverage though it was stated he had agreed verbally to broadcast reporting prior to the trial.

The KCMC-TV telecasts attracted nationwide attention. At the weekend several news film services were interested in film footage. KCMC taped the proceedings for radio via concealed microphones. George Dobson, stationed in an anteroom, provided taped commentaries which were carried delayed, but actual sound recordings of the trial will not be broadcast until it is over, under terms of a ruling by Judge Brown. KCMC-TV is planning to cover final stages of the trial, including the verdict, with sound film.

Walter M. Windsor, KCMC-TV general manager, said plans for courtroom coverage were started more than a year ago. Mr. Gill obtained permission to film the Moore trial, which has aroused wide interest because the defendant had previously been found guilty in a joint trial involving three other defendants. The present trial follows a successful appeal for separate trials.

The broadcast coverage will be shown to the state Legal Council, comprising all Arkansas trial judges, at a later date in an effort to open all state courts to complete news coverage.

KPAC-TV Sets Sept. 15 Start; To Serve 'Golden Triangle'

KPAC-TV Port Arthur, Tex., which is affiliated with NBC and represented for national sales by Paul H. Raymer Co., has set Sept. 15 as its target date, reports Mack Newberry, sales manager.

The ch. 4 station, licensed to Texas Goldcoast Television Inc. (owned by Port Arthur College and Jefferson Amusement Co.), will serve Texas' "Golden Triangle": Port Arthur-Beaumont-Orange. KPAC-TV will broadcast with 100 kw video and 50 kw audio, as a full-time network-color station. Studios will be located in Port Arthur, says Mr. Newberry, with the antenna, 702 feet above average terrain, located in Vidor, Tex.

Julius M. Gordon, president of Jefferson Amusement Co. in Beaumont, will act as president of Texas Goldcoast Television Inc. and general manager of KPAC-TV. Mr. Newberry formerly was with WFAA Dallas and was promotion manager for KPAC-AM Port Arthur for the past eight years. Glenn Boatright will be the new station's chief engineer and in addition will continue as chief engineer of KPAC and as dean of electronics at Port Arthur College.

WATV (TV) Sale Talk Ends But 'Cash' Offers Welcome

DISCUSSIONS between WATV (TV) Newark, N. J., and a "group of interested parties" for purchase of the ch. 13 outlet came to an abrupt end last week with a terse announcement from the station's president-general manager, Irving R. Rosenhaus. The announcement, in its entirety: "Negotiations for the purchase of the station have been discontinued."

The station has been "on the block" since spring [Closed Circuit, May 27] but never "officially," according to a WATV spokesman. He explained that Mr. Rosenhaus had never publicly voiced a desire to sell the station (asking price $4 million plus $600,000 in property), but "listened attentively" when the Metropolitan Educational Television Assn., a non-profit educational group in New York, approached Mr. Rosenhaus with an offer to purchase his station. META currently operates out of a tv production center in Manhattan's Carnegie Endowment for Peace Bldg., opposite UN Headquarters, and is seeking a channel.

Shortly after META began talking with WATV, the spokesman continued, "word leaked out that we were actively looking for a buyer." He added, "we weren't." However, a number of other prospective buyers began talking with Mr. Rosenhaus, most serious of whom was Sylvester L. (Pat) Weaver Jr., former NBC board chairman, now president of Program Service Inc. It is reported Mr. Weaver and several of his associates bid approximately $3.9 million for the station, but balked at buying WATV's physical plant in New Jersey.

Another WATV source explained that at this point the station began to feel the pressures that come with news of selling out. Advertisers and agencies "begged off" making any sort of positive decision about their fall campaigns and "internal morale" was affected.

Mr. Rosenhaus' announcement, however, does not slam the door shut on any prospective purchaser, station management insists. The WATV spokesman added that the station will not "talk turkey" unless it gets a specific offer and unless that offer is backed with cash, "not vague promises."

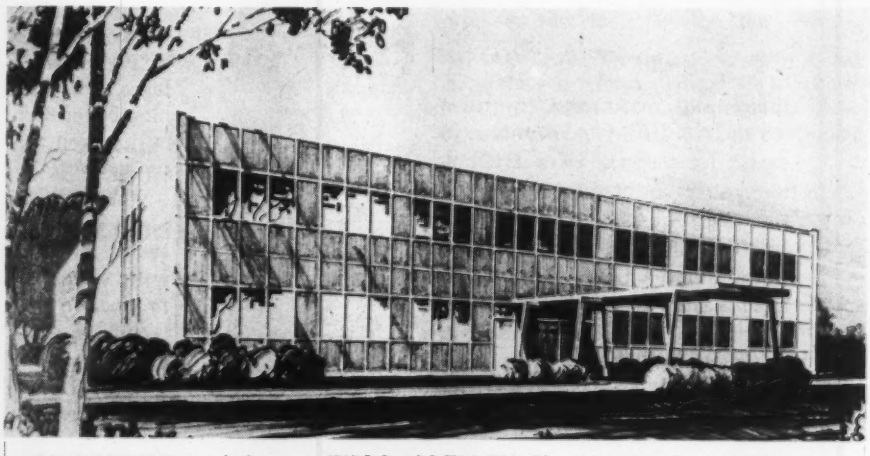
Reaffirming its position, WATV last week also anounced that it had completed the purchase of the National Telefilm Assoc. "Rocket 86" package of 86 20th Century-Fox Film Corp. pre-1948 pictures. It also told of "negotiations for sponsorship of a weekly boxing show . . . with a major advertiser" to start in mid-September.

. . . but these WERE sold

W. DEE HUDDLESTON and associates, owners of WIEL Elizabethtown, Ky., bought WLBN Lebanon, Ky. (1590 kc, 1 kw), from Charles Shuffett and C. H. Hulse for $65,000. Broker was Paul H. Chapman Co.

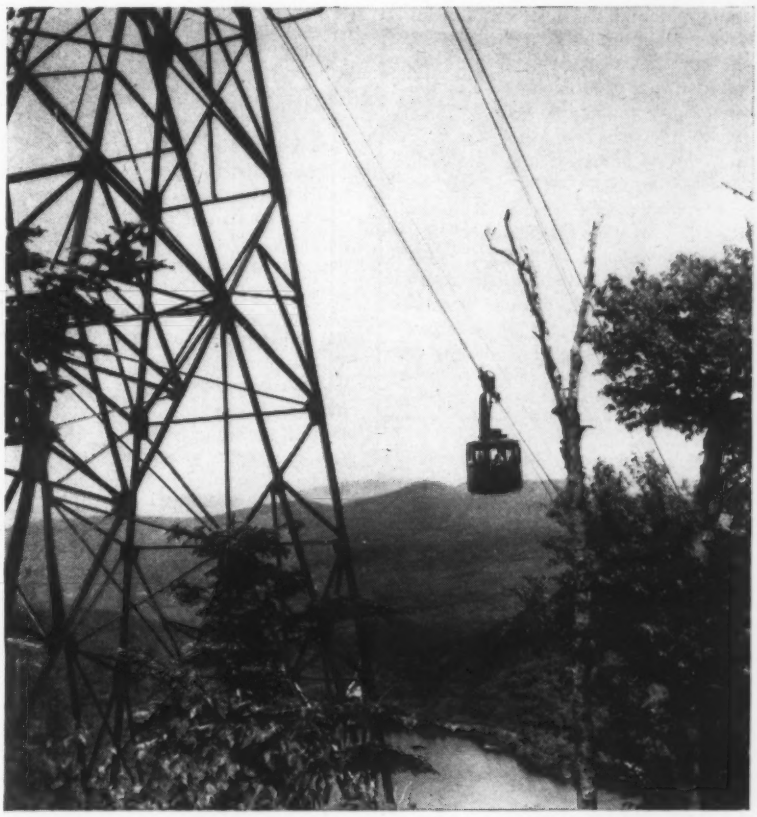
WPLY Plymouth, Wis. (1420 kc, 500 w), was sold by Milton Maltz and Robert Wright to Charles and Marion Boonstra, R. B. Rogoski, and Dalton C. Hille, all of Muskegon, Mich., for $65,000.

The Boonstras have substantial interest



CONSTRUCTION of the new WSOC-AM-FM-TV Charlotte, N. C., television city will begin within the next thirty days, it was announced last week by Larry Walker, president of the WSOC Broadcasting Co. The new radio-tv center, which will be one of the most modern in the country, will be erected on a large tract of land approximately 8½ acres and the main building will contain approximately 27,000 square feet of floor space. Completion of the "tv city" is expected in the spring of 1958.

Only STEEL can do so many jobs so well

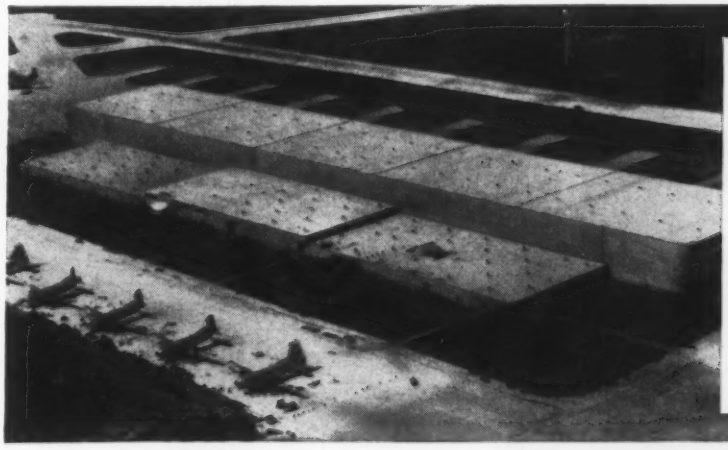


You'll Float Through The Air—For A Mile. This is a cable tramway for tourists that goes up Cannon Mountain at Franconia Notch in New Hampshire. The heavy wire ropes are well over a mile long, 1⅞ inch in diameter and they weigh 28 tons apiece. The cable was made and installed by American Steel & Wire Division of United States Steel.

Carry Your Books? Walk into almost any school and you'll see row upon row of student lockers—made from cold rolled steel sheets. That's because no other material offers such a desirable combination of strength, durability, and low cost.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel



Biggest Airplane Hangar In The World— If you include the maintenance shops, the Air Force hangar in San Antonio sprawls out over *23 acres*. Inside the hangar there is a 250-foot clear-span area without a post or pole of any kind between the floor and ceiling. Airplanes can be moved about freely without obstruction. This has been made possible by long, strong steel roof trusses. The entire building was fabricated and erected by the American Bridge Division of United States Steel.

UNITED STATES STEEL

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Division of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 7-221

SEE The United States Steel Hour. It's a full-hour TV program presented every other Wednesday evening by United States Steel. Consult your newspaper for time and station.

Building a Station?

Stepping Up Power?

Use the complete services of the

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'COPTER FINDS SITES

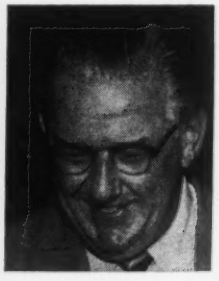
WHERE to erect the tv antenna seemed to be the main problem confronting potential set-buyers in Juneau Alaska's mountainous outskirts, miles from the city's station, KINY-TV. That is, it was a problem until enterprising tv set retailer Al Glover came up with the idea of using his helicopter to find good antenna sites. The helicopter, equipped with aerials on each landing skid, hovers over the home of a prospective customer until a clear picture is obtained on a 17-inch portable set in the copter's cockpit. A marker is then dropped signifying not only where an antenna can be built but also another sale for tv dealer Glover.

in WMUS Muskegon. Mr. Rogoski is WMUS president, and Mr. Hille is its general manager. The sale was negotiated by Allen Kander & Co.

WJMS-TV Ironwood, Mich., holding a permit for ch. 12 since 1955, has been sold by William J. Johnson and associates to WDMJ-AM-TV Marquette, Mich., for out-of-pocket expenses totaling round $10,000. The sale is contingent on FCC permission for operation of the station as a satellite of CBS-affiliated Marquette outlet and also authority to feed the Ironwood station via microwave relay.

Carter Leaves WAAM (TV); WBC Takes Over on Aug. 5

RESIGNATION of Kenneth L. Carter as general manager of WAAM (TV) Baltimore was announced Thursday by Ben Cohen, president. The station becomes a Westinghouse Broadcasting Co. property Aug. 5.



MR. CARTER

Mr. Carter joined WAAM in 1948 as local sales manager, becoming general manager in 1950 and vice president last October. Mr. Cohen said the station had received over 100 major public service awards during the Carter regime. Mr. Carter was a three-term member of the NARTB Tv Board, serving as vice chairman when his term expired last April. He was co-chairman of the 1957 NARTB convention.

Pending the transfer to Westinghouse ownership, Mr. Cohen will assume the responsibilities of general manager. Mr. Carter said he had no immediate plans. He has resigned from the board of Television Bureau of Advertising.

At WBC it was stated that no announcement of WAAM personnel plans would be made until Aug. 5. A major promotional campaign is planned, starting in September.

WINS Ballyhoo Ties Up N.Y. Phone Exchange

THE New York Telephone Co., which has been waging a campaign against promotion-minded film companies using telephone exchanges through which to publicize forthcoming films, last week tangled with WINS New York over the same principle. But in this case, WINS was plugging WINS, using "My Fair Lady" as the gimmick.

The station all week, during its early-morning weekday show, *Contact*, starring former sportscaster Bill Stern, offered two tickets a day to "My Fair Lady" to the first listener calling in whose private telephone number totaled 20 or 36 or some other "magic number." With "MFL" ducats harder to come by than invitations to the White House, WINS figured the stunt would boost *Contact's* audience to a considerable degree. It did: on Monday, enough people (WINS estimate: 50,000) called to put the Murray Hill 7 exchange as well as several "tandem lines" out of commission because of overloaded circuitry.

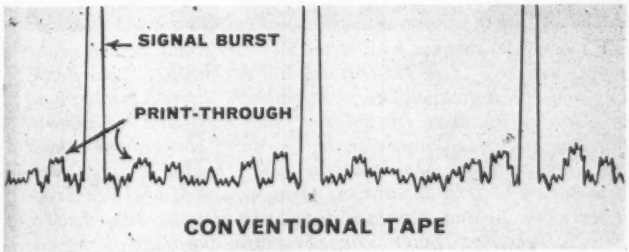
That afternoon, telephone company officials contacted WINS Sales Manager John M. Maupin and begged him to cease and desist, citing the Public Service Commission's stand on the use of telephone service. PSC, said the telephone company, feels that tying up phone lines for promotional services isn't "public service." WINS disagreed and argued that by being on the air it was doing the public a "service." The telephone company then said it would cancel service on the Murray Hill number used by the station. WINS reported it asked the company to take out newspaper ads to acknowledge publicly that WINS' popularity in the early morning had strangled the phone company's facilities, thus explaining the cancellation of the Murray Hill number. The telephone company, on the other hand, said Mr. Maupin volunteered to take the ads out himself.

At any rate, a temporary truce was called. WINS agreed to limit the contest to three minutes and said it would have Mr. Stern exhort his listeners not to call after a winner had been announced. Instead of the Murray Hill number, WINS took

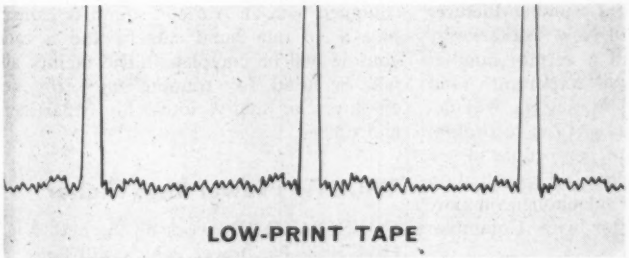
"Bet you can't lay an egg over KRIZ Phoenix!"

LOW PRINT

Another 3M first! New gold seal professional tape cuts print level 8 db!



Strip chart clearly shows prominent print-through signals before and after 1-second, 1-kc tone bursts on a conventional tape stored 5 minutes.



Strip chart with same signal proves that new "Scotch" Brand Low-Print Tape stored for same time has greatly reduced print-through.

Is print-through a problem with you? Solve layer-to-layer signal transfer in tape wound on rolls by using new "Scotch" Brand Low-Print Magnetic Tape with the lowest print level of any tape on the market.

New gold seal Low-Print Magnetic Tape gives you 8 db lower print level . . . reduces print-through to a point below noise level on most professional machines. First tested commercially a year ago, this new tape is the product of 8 years of intensive research in 3M Company laboratories.

Superb recording characteristics are another feature of "Scotch" Brand Low-Print Magnetic Tape. Its new oxide construction gives increased potency, greater sensitivity. Available in 1200, 2400 and 4800 ft. lengths.

SCOTCH BRAND Magnetic Tapes

The term "Scotch" and the plaid design are registered trademarks for Magnetic Tape made in U.S.A. by MINNESOTA MINING AND MFG. CO., St. Paul 6, Minn. Export Sales Office: 99 Park Avenue, New York 16, N. Y. © 3M Co., 1957

WHAT'S NEW AT WCCO-TV: NEWS

MORE news is good news at WCCO-TV Minneapolis-St. Paul this year since the station has remodeled its building completely, expanded its news staff and facilities, and taken a calculated programming plunge by placing its greatest local production emphasis on a nighttime half-hour of news, weather and sports, according to F. Van Konynenburg, WCCO-AM-TV vice president-general manager.

The physical aspect of WCCO-TV's new news era began about three months ago with completion of its building expansion which, without at all interrupting the station's program schedule, added two-and-a-half stories to the structure, installed what the station claims is the largest television studio in the Northwest —originating point for the nightly *Ten O'clock News, Weather and Sports*— and so developed its basement that the enlarged news department situated there now occupies nearly the entire floor, with one large news room, a film lab, still photographic darkroom, projection room and news director's office.

But the growth and reformation of WCCO-TV's home tells only part of the news story. Over the past eight months the station has doubled the size of its news staff, which now numbers 22 reporters, writers, photographers and technicians. This is above and beyond the station's eight on-air personnel. WCCO-TV has increased its emphasis of news film coverage. Besides CBS Newsfilm, which is flown in 10 times each day, there is extensive filming of the local scene with photographers averaging 20,000 feet of news film each week, an approximate increase of one-third over last year.

In addition to the CBS film on ch. 4 in Minneapolis-St. Paul, viewers receive the benefits of the AP and UP wires and UP facsimile service. A dispatcher monitors police radios from both of the Twin Cities, as well as those of the sheriff's office and highway patrol. Information that has the makings of a news story is forwarded immediately by shortwave to the WCCO-TV cruisers and the station's news plane. While news film is processed in the WCCO-TV lab, the copy for it is written in the big editing room.

The primary production vehicle for all this news-gathering and preparation is the giant *Ten O'clock News, Weather and Sports* program, seen seven nights a week and containing 20 minutes of international, national, state and local news, plus five minutes each of the latest weather and sports. The WCCO-TV staffers who handle this show are: Dave Moore, news; Bud Kraehling, weather; Dick Enroth, sports. Prior to this extensive evening news program the station's nightly news effort was confined to a 10-minute news show at 10:30, five nights a week.

All told, the station has 28 local news offerings each week. The tv news day begins at 7:55 a.m. each weekday with a five-minute newscast followed by another five minutes an hour later. Charles McCuen broadcasts both programs as well as the *News at Noon*, five days a week at noontime and the *Sunday Noon News* at 12:30 p.m., Sundays. Cedric Adams handles the *Dinner Time News* at 6 p.m. each weekday. To supplement the *Ten O'Clock News*, experts in various fields sometimes appear on the show to analyze any complicated stories in readily understood terms.

In sum, WCCO-TV has gone all out to prove there will be no trend away from extensive news coverage in Minneapolis-St. Paul. As one viewer put it: "WCCO-TV now opens up the world of news, swings the door wide so I can hear, see and experience the events of the day."

STAFFERS *of WCCO-TV's news department pose in the new city room. Seated in the foreground are the reporter-writers (l to r): Ed O'Hara, Jim Richardson, Tom Pettit, Nat Rutstein, Bob Casey and Joe Bartelme. The photographers in right background (l to r): Wally Cameron, Gordon Bartusch, Joe Sullivan, Stan Zieve and John Croft. Associate News Director Bob Shafer is shown standing in center background behind the reporter-writers and photographers. Seated at the tables behind the reporter-writers are (l to r): Gloria Bartusch, news department librarian, and Mary Ellen Trueman, news department secretary. Behind them are dispatchers (l to r): John Briska, Dave Ziegenhagen, Jerry Norbery and Duane Gratz. Seated to the right of the dispatchers are lab technicians Larry Kohout and Bob Sjoholm.*

its four private lines, each a Bryant 9 exchange. This worked on Tuesday, but the following day, the WINS audience had memorized the four numbers and bombarded the station through the Bryant numbers. Although WINS claimed that by 1 p.m. Wednesday the Bryant numbers had gone "dead," assuming that the phone company had canceled the service, phone company executives contended this was "certainly not the case." WINS later attributed the halt in service to a "technical matter" unrelated to the *Contact* contest.

The telephone company said its most recent argument concerning the use of phones for film "ballyhoo" was with the publicity department of Columbia Pictures Corp., which had invited New Yorkers—by word of mouth—to call a certain number in order to hear a very "important" (and provocative) message. The message was delivered by an unidentified girl (on recording) doing her sexiest best to get people to see the film "My Sister Eileen." This situation was remedied after the telephone company had taken up the matter with Columbia.

L. A. Building Radio-Tv Facility

COVERING city hall is going to be a lot easier for the radio-tv newsmen of Los Angeles starting this fall when a new facility equipped with an Auricon sound tv camera, plus a 16 mm hand camera and a radio console will be completed. The facility also will be used for training films for new employes of the various city departments and offices.

WICU (TV) Tower Rises Higher

CONSTRUCTION work on the new WICU (TV) Erie, Pa., tower, which will boost the station's power to 316 kw, is expected to be completed by the end of this October, according to Ben McLaughlin, general manager. The tower's new height will be 782 feet above average terrain.

WSAZ Appeals Court Ruling Based on Out-of-State Suit

RECEPTION of a broadcast signal in a state could place the originating station in the position of doing business in that state under provisions of a federal court ruling being appealed by WSAZ-AM-TV Huntington, W. Va.

WSAZ Inc. is asking the U. S. Court of Appeals, Sixth Circuit, to reverse a ruling by the U. S. District Court (Eastern Kentucky) in a libel suit. The district court held that WSAZ Inc. properly stood trial in a local Kentucky court.

In its appeal, WSAZ Inc. contends it did not come under Kentucky jurisdiction since it has no offices or employes in the states; only 1.03% of its total $1,976,049 sales in the year preceding filing of the 1955 libel suit was sold to Kentucky advertisers; most of this advertising was negotiated in Huntington or handled there by phone; it sends newsmen into Kentucky only occasionally, and the broadcasts involved in the libel suit were not connected with any advertising.

Since trial in the local Kentucky court was based on the claim that WSAZ Inc. was doing business in the state, WSAZ Inc. contends it should not have been forced to stand trial merely because its signal crossed the state line. The station brief poses this point: Can a broadcaster be sued and forced to stand trial in any state or territory where its signal may be received? Carrying the idea further, it is suggested the decision could mean that any radio or tv company could be held doing business in any state, though it had no property or employe within 1,000 miles.

WFGA-TV Sets Sept. 1 Target; Local Sales Staff Announced

WFGA-TV Jacksonville, Fla., ch. 12 uhf outlet, will go on the air Sept. 1 with basic NBC-TV programming, according to an announcement last week by Jesse Cripe, station manager. The WFGA-TV local sales staff will consist of Willard (Bill) Fraker, local sales manager, and account executives Bill Miller, Mel Bruning, Bill Slater and Ed Brett. Messrs. Fraker, Bruning and Slater formerly were on the sales staff of WJHP-TV Jacksonville, uhf outlet. Mr. Miller joins the WFGA-TV staff from WFLA-TV Tampa, Fla., and Mr. Brett was with the *All-Florida Magazine*. Ralph Nimmons is general sales manager of the new station.

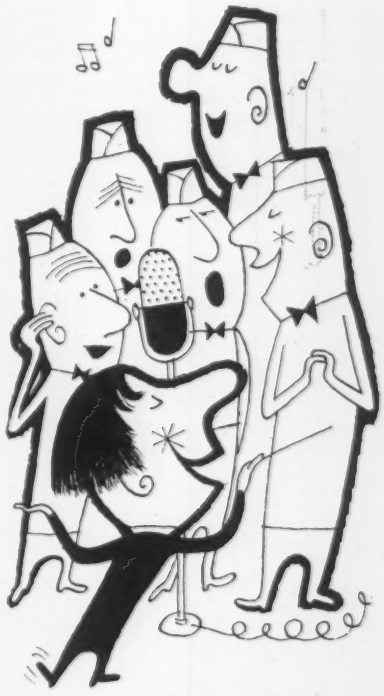
APPRECIATION

THE OWNER of Cooky's Grill in Morro Bay, Calif., received a surprise gift from six of his waitresses. They purchased three 10-second tv spots to boost the grill on KEYT (TV) Santa Barbara. The spots were scheduled to run just prior to the *Friday Night Fights* telecasts. The girls bought them to show their appreciation of their boss.

She looks... listens... reacts... in 30 rich Oregon and Washington counties covered exclusively by **KOIN-TV,** Portland, Ore. The boys from CBS-TV Spot Sales will tell you a delightful story about her buying habits and KOIN-TV's ratings (amazing!) and coverage (incredible!).

KOIN and the **FOOD CHAIN QUINTET** are a hot combo

(IN PORTLAND, OREGON)



PORTLAND'S FIVE BIGGEST FOOD CHAINS *(doing over 60% of the total volume)* **ARE LONG-TERM ADVERTISERS ONLY ON KOIN RADIO...**

Fred Meyer . . . . . 22 years
Kienow's . . . . . 10 years
Piggly Wiggly . . . 7 years
Safeway . . . . . 6 years
Columbia Mkts. . . 6 years

In Portland, the men who WATCH the sales use the station that MAKES the sales!

KOIN RADIO
PORTLAND, OREGON

REPRESENTED BY CBS RADIO SPOT SALES

DATELINES

Newsworthy News Coverage by Radio and Tv

DALLAS—On the morning of July 4 KLIF Dallas submitted new proof to its listeners that an independent station can do an impressive international news job without network facilities. Staffers worked through the night July 3 calling UP newsmen in London, Berlin, Belgrade and Paris by transatlantic telephone for first-hand reaction to the Kremlin political shakeup.

Starting just before midnight, Dallas time, KLIF News Director Dave Muhlstein finished the final call just before 7 a.m. The telephone tapes were edited and on the air by 8. KLIF broadcast the overseas report several times during the morning and afternoon and fed it to sister stations KTSA San Antonio and KILT Houston. Listener reaction to the international story was gratifying, KLIF reports.

KANSAS CITY—With the pool origination July 6 of the Truman Library dedication in Independence, Mo., for the full ABC-TV Network, KCMO-TV Kansas City completed its longest feed to date. To cover the hour-and-a-half affair, KCMO-TV used five cameras, 12 technicians, a five-man production crew and three stagehands, under supervision of Vic Anderson, technical advisor, and Steve Mills, director. Also on hand were newsmen Jim Monroe, Harold Mack and Allen Smith, two news cruisers and film cameraman Bob Youker.

TRAVERSE CITY—One of Michigan's worst traffic accidents, a seven-fatality smashup, July 5, brought President-General Manager Les Biederman of the Paul Bunyan Network to the scene to cover for his stations, NBC and the AP. Paul Bunyan stations are WTCM-WPBN-TV Traverse City, WATT Cadillac, WATZ Alpena, WMBN Petoskey and WATC Gaylord, all Mich.

When a car with nine passengers crashed into a truck 25 miles out of Traverse City, a Paul Bunyan remote unit rushed to broadcast bulletins, film the disaster scene and interview the surviving truck driver. Mr. Biederman's team also covered at the hospital, where two critically injured children were taken. A survivor of the deceased family, a married daughter in Bay City, Mich., was located after she heard the Paul Bunyan report over NBC there.

PORTLAND — KGW-TV Portland, Ore., cracked the courtroom camera barrier last month when it won permission to telecast the jury's verdict in the perjury trial of Portland Mayor Terry D. Schrunk. The not-guilty verdict was carried live on KGW-AM-TV and on KING-TV Seattle, and the video coverage was roundly commended in a feature story in the *Portland Journal* Sunday, headlined, "Tv Verdict Makes History."

Permission for the courtroom coverage was given by Circuit Judge James W. Crawford after consultation with jurors. KGW-TV's request was granted, the *Journal* said, "partly because of the fine manner in which the various news photographers conducted themselves during the main part of the trial" and partly because of a growing conviction that Canon 35 is outmoded. Judge Crawford told KGW-TV officials that the event was an important step "in opening the court to this new medium." KGW-TV's camera was stationed in the judge's chambers and required no extra lighting. Telecasting the verdict was called by the *Journal* "a great experiment," proving that "modern photography can be unobjectionable in a courtroom."

MIAMI—Combining primitive and modern communication techniques, WTVJ (TV) Miami has managed to give its viewers pictorial coverage of the impeachment trial of Miami Circuit Judge George Holt. When the trial got underway in Tallahassee, Fla., WTVJ cartoonist Roy Ritzell was on hand to sketch the proceedings. His cartoons have been transmitted to WTVJ studios each evening over a UP wire-photo line. The Holt trial started this month, when articles of impeachment were presented by the Florida House of Representatives, after months of investigations. All news cameras were barred from the trial.

HUNTINGTON—WHTN-TV took the same route around the camera ban to cover the local murder trial of Elmer Bruner in this West Virginia city. Staff artist Bill Sayre made daily sketches of the four-day proceedings, which ended in conviction of the defendant for the hammer-killing of Mrs. Ruby Miller.

COLUMBUS—News may not be strictly within the line of duty of J. D. Adams, janitor at WRBL-AM-TV Columbus, Ga. But Mr. Adams knows a story when he sees one. On a recent Sunday morning Mr. Adams, out in his automobile, saw a helicopter, buffeted by wind, clip off the top of a utility pole, go out of control and crash. He sped to a telephone and called the office.

The staff there, prepared for a quiet and routine Sabbath, had to call Chief Engineer Gamble off vacation to cover the helicopter mishap. But Mr. Adams' call was timely, since the air accident was the first of a series of news breaks unfamiliar to the Sunday beat.

At the crash scene, Mr. Gamble and Skeets Joiner, WRBL-TV cameraman who joined him to film the story, saw smoke billowing a mile away. Mr. Gamble rushed there to broadcast first reports on a cabinet shop blaze. He was joined by News Director Glen Broughman who wrapped up both crash and fire stories and sped away on still another tip to the Chattahoochee River to cover a reported drowning.

SAN FRANCISCO—KCBS here cut through the red tape of local and federal government agencies June 29 to broadcast dramatic police reports of the pursuit and capture of James Goldman, kidnaper of Sheriff's Deputy Harry (Kip) Haring.

The Napa County sheriff's office had recorded shortwave reports as they came in from police cars, airplanes and helicopters pursuing the dope-crazed kidnaper. On the recordings were police descriptions of how Deputy Haring wrested a gun from his captor, shot him and brought their car to a halt.

To get the documentary dialog, KCBS went through the Napa County sheriff's office, the Santa Clara sheriff's office relay station, the Associated Public Communications Office of California (which designed the shortwave network) and the FCC. KCBS and the CBS Radio Network broadcast the police report several times June 29-30.

LAKE CHARLES—Rehabilitation of coastal communities after the June 27 hurricane finds KAOK Lake Charles, La.—the station which broadcast the area's only signal during some of the worst of the storm—still serving a ravaged area. Daily reports of dead, missing and survivors last week still went out

DAVIS DELIVERS DAD

WHB Kansas City, Mo., disc jockey Gene Davis now can qualify as an official "stork helper." A call hit the station one morning not long ago from an excited listener who had good cause for her excitement; she was about to give birth. Would Gene try to reach her husband, somewhere between Kansas City and Wichita, on WHB? Gene would and did and the daddy-to-be rushed home just in time to be present for an early glimpse of his seven-pound baby boy.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

from KAOK, with Civil Defense, Red Cross messages and appeals for aid.

Hurricane Audrey first began to dominate KAOK broadcasts at noon, June 25, two days before it hit. Warnings went out on a signal that could be heard, KAOK says, in nearby Cameron, which was to be devastated, along with Pecan Island and Grand Chenier. As the storm mounted, Tom Gresham and Roy Rhodes, co-managers of KAOK, decided to sign on at 3:30 a.m. Thursday, some hours before the hurricane's full force was felt. Announcer Jack Minnis, through contacts at the Lake Charles Air Force Base, arranged to borrow a 5 kw gasoline power unit. Power failed at 8:30 a.m., leaving the area without broadcast service, until KAOK was able to transport the Air Force unit to its studio, borrow necessary cable and return to the air at 11:30 a.m. As gas dwindled, staffers had to siphon a supply from station cars to maintain power.

At this time KAOK studios were headquarters for Red Cross, Civil Defense, weather, city and utility officials, who broadcast emergency instructions to residents. KAOK was on the air all night, and as wind and rain diminished the next morning, survivors from Cameron reached Lake Charles. The next chapter of the hurricane story began on KAOK, and it goes on, as the gradual process of rehabilitation moves forward.

KFMB FAMILY DOES NONSTOP NEWS JOB

THERE is no conflict between job and family in the life of Merritt Hadley, news director of KFMB San Diego, Calif. Having assigned himself to fulltime duty, Mr. Hadley has put his wife to work, too. Monitors and loudspeakers in the Hadley home are tuned to police, fire, sheriff's and Coast Guard frequencies 24 hours a day. Reports are heard all through the house on a five-speaker system Mr. Hadley built. A monitor is on all night. Another monitor is in the family automobile, along with built-in tape recorder.

Police and other news sources are becoming as well acquainted with Mrs. Hadley as with her hard-working husband. When several stories break at the same time, Mr. Hadley calls home, and Mrs. Hadley covers whatever the regular staff can't. Neither of the team ever stops. As she fed the baby one recent 3 a.m., Mrs. Hadley heard an important police call and went to rouse her husband, only to find him almost out the door. He had heard the report on the bedside monitor.

Pleased with the service, KFMB brags that it has what it believes to be the country's only entire-family news director on the job around the clock.

SHREVEPORT—Al Crouch of KENT Shreveport, La., set out by car for Lake Charles Wednesday night and got there just as Hurricane Audrey hit Thursday morning. This was the beginning of a 104-hour job by the KENT correspondent, with about a dozen hours budgeted for sleep during the entire period.

News Director Crouch telephoned his first report to Shreveport from a phone booth outside a service station. While he reported, he saw the service station demolished, leaving only the booth where he stood. As communications failed, Mr. Crouch drove miles on almost impassable roads to reach a telephone. He put stories on a portable tape recorder, when there was no way out. Some reports got out by ham radio and were telephoned to KENT. When a ham operator in Lake Charles set up a national network, Mr. Crouch did a five-minute story and requested ham operators to give it to networks and news services. The KENT reporter covered the disaster area for five days, until exhaustion forced him to retire to Shreveport.

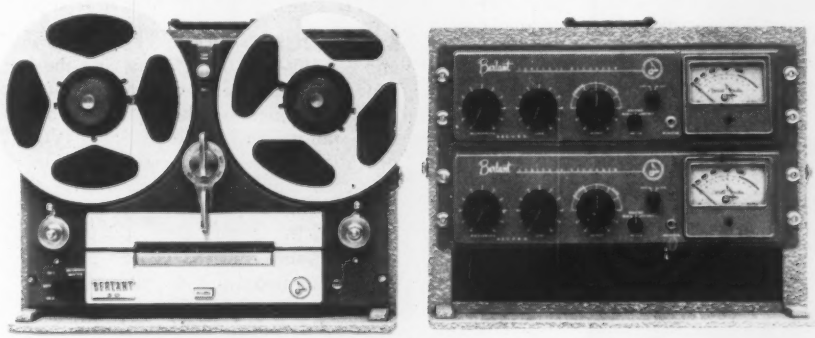
HOUSTON—Not far from the hurricane disaster area, KILT Houston maintained a fully-staffed emergency weather center. For hours KILT was the only outside con-

NOW

A Complete Single Package Source for Stereophonic Broadcasts

Model 33 Berlant-Concertone broadcast quality Stereophonic recorders enable small stations to produce full stereo broadcasts for the price of a single tape. With a Model 33 full stereophonic tape recorder, long expensive phone lines and duplicate remote equipment are no longer necessary for remote live stereo pickups. And, the Model 33 tape recorder saves on Engineers' time, too. It plays full track, half track and stereophonic tapes and offers operational standby protection for the price of one machine.

The Model 33 has three motors including hysterisis synchronous drive to give 99.8% timing accuracy. Frequency response ranges from 40 to 16,000 cps at 15 ips ± 2 db.



OTHER OUTSTANDING FEATURES include 10½ inch reels, 4½ inch signal level meters, 2 channel input. Ease of editing and cueing as well as monitoring from tape while recording makes this equipment popular with stations planning stereo broadcasts simultaneously on AM and FM. Berlant-Concertone Model 33 recorders quickly pay for themselves by eliminating duplicate remote equipment, operator time and expensive phone lines. For information write for brochure 5012.2.

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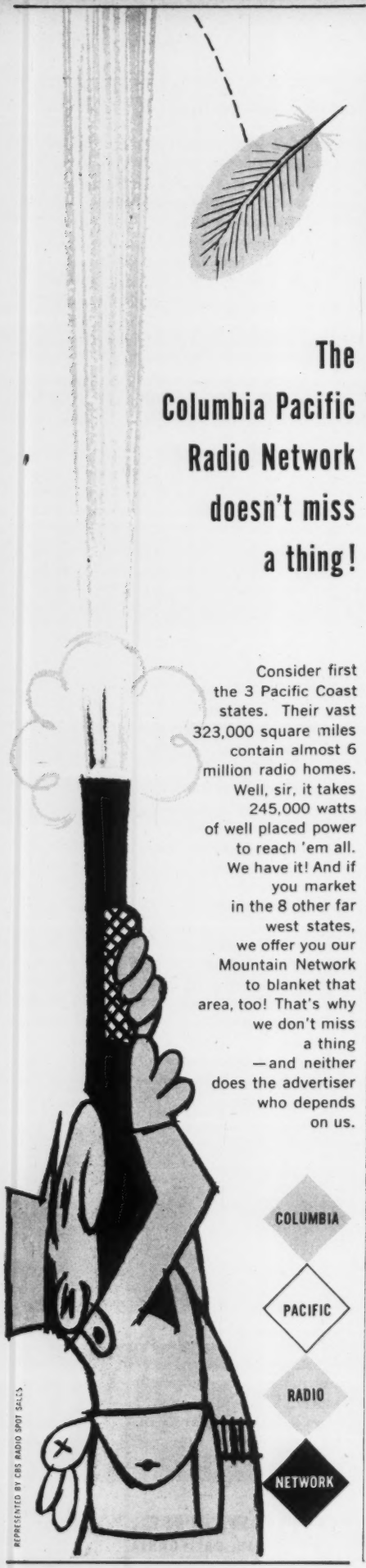
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doesn't miss
a thing!
Consider first the 3 Pacific Coast states. Their vast 323,000 square miles contain almost 6 million radio homes. Well, sir, it takes 245,000 watts of well placed power to reach 'em all. We have it! And if you market in the 8 other far west states, we offer you our Mountain Network to blanket that area, too! That's why we don't miss a thing —and neither does the advertiser who depends on us.
COLUMBIA
PACIFIC
RADIO
NETWORK
REPRESENTED BY CBS RADIO SPOT SALES

A SHIRTSLEEVE planning session followed an announcement that Burgermeister beer will sponsor a new western and country music series on KABC-TV Hollywood. Drawing up plans for the new variety show are (l to r) Lew Rolle, BBDO, agency for the beer firm; Les Mullens, advertising director for Burgermeister; John Alexander, BBDO; Mal Klein, assistant sales manager of KABC-TV; Elton Rule, station sales manager; Peter Robinson, KABC-TV program director; Nat Nigberg, producer-packager, and Mack Chandler of BBDO.

tact for the people of High Island, Tex. There, townspeople were gathered in the school building and received survival instructions from KILT broadcasts. Listeners also heard running hurricane news from KILT staffers at points along the coast.

As Audrey subsided the entire KILT staff worked to the exhaustion point maintaining liaison with Texas, Louisiana and Washington authorities.

KNUZ Houston had newsmen waiting for the storm as it lashed Port Arthur Thursday morning. Bill Anthony covered from that city, Orange, Beaumont and Lake Charles. Dick Lahm reached Cameron by chartered plane to give one of the first reports of the complete destruction there. On-the-spot accounts by KNUZ were relayed to WWDC Washington; KIOA Des Moines; KSTN Stockton, Calif.; WHHM Memphis; KTTB Tyler, Tex., and NBC's *Monitor*.

SAN ANTONIO—This city's KONO Radio and KONO-TV, though covering the hurricane story competitively, came out about even, surviving alternate weather setbacks to both stations. In a spirit of "competitive cooperation" radio and tv staffers set out for Cameron the morning after Audrey struck.

Atmospheric conditions broke radio contact with the plane about 100 miles out of San Antonio. But KONO-TV cameraman Dick Perez was able to get some 400 feet of film as the plane approached the disaster area. En route home, pilot-newsman Bob Cooper tried to telephone a radio report from Beaumont, Tex., where he landed to refuel. Again weather conditions interfered, and the report was not of broadcast quality. But as the plane started its homeward dash, radio contact from plane to station was re-established, and Mr. Cooper recounted the Cameron story while steering the plane. "Competitive cooperation" paid off, the stations report, as KONO got its eyewitness reports, and KONO-TV got its film in time for an area exclusive the next morning.

Multi-Voice Radio Network Grows With Stations, Shows

ALABAMA's Multi-Voice Radio Network, which began operation last February with eight stations and now has more than double that number, although "dedicated primarily to regional news coverage," is currently making plans for other programs which will benefit member stations, reports Robert V. Dunnavant, originator and director of the network.

MVRN's prime program at present is *Contact-Alabama*, a half-hour news show from 10-10:30 a.m., broadcast five days a week with news gathered by each network affiliate. Mr. Dunnavant acts as the program's moderator and introduces each reporter from the other stations. Mr. Dunnavant reports that the network has had its share of state-wide scoops and exclusives during the more than five months it has been presenting *Contact-Alabama*. There also are special reports from Washington, D. C., on the show. The entire production is received and re-fed to the full network by Mr. Dunnavant's home station, WJMW Athens.

Mr. Dunnavant hopes in the future to establish regional networks similar to MVRN in "as many states as possible." MVRN already has organized a news service for the weekly papers in its broadcast area, known as the Multi-Voice News Bureau. Bailey Leopard, of the *Birmingham Post-Herald*, is in charge of the newspaper department.

THE COMMUNITY NEWS VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

WBRE-TV newsreel crew in action, filming the fire which destroyed the Methodist Church in Kingston, Pa., in February, 1957. Use of Du Pont Rapid Reversal Film has made it possible for this station to speed the telecasting of local news events.

"We give our viewers the news as it's made—thanks to Du Pont Rapid Reversal Film"

says Fritz Chamberlain, Staff Photographer, WBRE-TV, Wilkes-Barre, Pa.

WBRE-TV cut processing time for news film more than 85% by using Du Pont 930 and 931 Rapid Reversal Motion Picture Film. While it used to take an hour to develop, fix and dry 100 feet, it now takes only 8 minutes.

"During a recent fire," says photographer Chamberlain, "only 30 minutes elapsed between the time footage was shot and the time home viewers saw the fire on their TV sets. We scored a 'beat' by getting the film on the air before any other station, and we received many favorable comments from viewers because we were showing the fire while it was actually in progress."

WBRE-TV uses Du Pont film for all their programs and in servicing local school and college sports events. "We offer a 48-hour service to these schools," says Mr. Chamberlain, "but by using Du Pont 930 and 931 we are able to return their film within 15 hours.

"By switching to Du Pont Rapid Reversal Films," he concludes, "we now have much faster processing, combined with broad latitude that permits shooting under all lighting conditions. These films can be rated well above their assigned ASA ratings, give us improved sound, and they have eliminated the problem of switching polarity we had when using a negative type film."

FOR MORE INFORMATION about Du Pont Motion Picture Films for every TV use, ask the nearest Du Pont Sales Office, or write Du Pont, Photo Products Dept., Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

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...THROUGH CHEMISTRY

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CBS RADIO NETWORK • 5000 WATTS

Peters, Griffin, Woodward, Inc., Natl. Reps.

FOR its debut in fm, the House of Sight and Sound, Los Angeles, has picked KRHM (FM) Los Angeles where it will sponsor a 14-hour weekly schedule. Jerry Johnson of the hi-fi firm tunes KRHM, as agency and station men gather around. They are (l to r) Dale Peterson, KRHM program director; George Green, station account executives; Les Claypool Jr., m.c. of *Concert Hall*, which the House will sponsor from 11 a.m.-1 p.m. daily, and John Bainbridge of Tilds & Cantz, agency.

Fm Pioneer, Associate Open WGHF (FM) With Twin Multiplex

FM PIONEER Capt. W. G. H. Finch and his associate, Capt. A. J. Detzer, formally opened New England's newest FM-only station yesterday (Sunday), WGHF (FM) Brookfield, Conn., which is to provide "high-fidelity" music and news on its main program channel plus additional services on two multiplex channels. Capt. Finch Claims WGHF is the "first" fm outlet to provide twin multiplex channels on the main program channel.

One of these channels will be used to provide a background music service to restaurants and factories while the other will be used to air sterophonic programs and possibly a second background music operation or other service. Capt. Finch also has been an industry pioneer in development of facsimile transmissions. He first established WGHF (FM) in New York City in 1941 and later sold the station to Muzak Corp., retaining rights to use the call letters elsewhere.

WGHF is operated by Eastern Broadcasting System Inc., owned principally by former Navy Capts. Finch and Detzer. It operates on 95.1 mc with effective radiated power of 20 kw. The station is located on Carmen Hill Road in Brookfield. Telephone: Danbury, Spring 5-9000.

Program director for the new station is Gordon Myers, formerly chief announcer and later vice president of WGHF when it operated in New York. Jay Manning has been signed as news director and the station will feature local news and public service interviews. One time Class A hour rate is $50 with the one-minute spot in that classification rated at $15.

Both Capts. Finch and Detzer have been well known in communications circles. Capt. Finch at one time was an executive with the Hearst owned American Radio News Corp. and as president of Finch Telecommunications Labs is holder of over 160 patents on facsimile devices. Capt. Detzer specialized in electronics while in service and in 1951 became executive vice president of Haller, Raymond & Brown Inc., an independent electronic research and development firm.

Baker Heads Expanded WSAI News

DICK BAKER, WSAI-AM-FM Cincinnati sports director, has been given the additional title of director of news and special events, with his appointment as head of the station's expanded news department, the station has announced. This expansion, WSAI says, includes the use of Cincinnati's first mobile news units, three 1957 Pontiac station wagons equipped with radio-telephone and short-wave facilities, which went on the streets July 3 to supplement WSAI's regular news broadcasts with direct on-the-spot reports of both news and features in the greater Cincinnati area.

Radio Buy...
KOSI Denver 1 KOBY San Francisco
HOOPER — PULSE — NIELSEN
KOSI—See Foster KOBY—See Petry

WKRC-AM-TV, 'Times Star' Upset National League All-Star Vote

WKRC-AM-TV Cincinnati and the affiliated *Cincinnati Times Star* stirred baseball fans in the area to send in nearly 600,000 ballots for the National League all-star team playing in the major league event last Tuesday. The promotion was so successful that baseball officials may adopt a new system of picking the players, since seven of the Cincinnati Redlegs were voted to the team. This is the second year Cincinnati balloting has fouled up selection of the players.

Before the game Ford Frick, baseball commissioner, withdrew two of the Redlegs players "because an overbalance of Cincinnati ballots resulted in a team not typical of the National League." The stations printed 750,000 ballots in advance. Aiding in their distribution and collection were Burger Brewing Co. and Kroger stores.

Starting June 4 the stations carried a saturation promotion campaign urging fans to vote. Fourteen tabulators employed by the stations were working 12 to 14 hours a day near the end of the campaign, counting votes. The newspaper provided 16 employes to aid in the job.

In 1956 WSAI aided in placing five Redlegs players on the National League team, producing a third of all votes cast for National League players around the country.

Storer Broadcasting Observes 30th Birthday at All Stations

THE 30th anniversary of Storer Broadcasting Co. was celebrated Thursday at all stations in the organization and at the Miami home office. Founded as Fort Industry Oil Co. July 11, 1927, by George B. Storer and his brother-in-law, J. Harold Ryan, the company now comprises five tv and seven radio stations.

The original company was formed to sell Speedene gasoline and motor oil. Mr. Storer bought time on WTAL Toledo, soon deciding to buy the station as sales zoomed. Through radio's sales power, Fort Industry grew into a chain of gas stations in Toledo and Cleveland. WTAL's call was changed to WSPD after the brand name.

WWVA Wheeling, W. Va., was purchased, becoming Fort Industry's second station. Both are still in the Storer group. After disposing of the gasoline business, the company changed its name to Fort Industry Broadcasting Co. In 1952 this became Storer Broadcasting Co. Stations include WAGA-AM-TV Atlanta; WJBK-AM-TV Detroit; WJW-AM-TV Cleveland; WPFH (TV) and WIBG Wilmington-Philadelphia; WWVA; WSPD-AM-TV, and WGBS Miami, Fla.

Storer employes all over the system held family-style receptions last week. Observances included distribution of pieces from a gigantic birthday cake at WJW-TV; search for people born July 11, 1927, at WGBS, and on-the-air programs featuring sports figures, current events and music of 1927.

Brown New KMOX Sales Manager; Koch, Douglass Promoted

FOSTER H. BROWN, former promotion director of the station, was named sales manager of KMOX St. Louis last week, replacing Charles Burge, now with CBS Spot Sales in Chicago, announced Robert Hyland, general manager of the CBS-owned outlet.

Alice Koch, who served as Mr. Brown's assistant from the beginning of last year, was made promotion director of KMOX. Paul Douglass, former publicity director, has been named director of publicity and advertising.

Andrews to Manage WVIP, Which Goes on Air Sept. 1

NICHOLAS (NICK) ANDREWS, former general manager of WNRC New Rochelle, has been appointed general manager of WVIP Mt. Kisco, N. Y., it was announced by Martin Stone and E. Monrow Flyn, co-owners of the station which will go on the air Sept. 1.

MR. ANDREWS

The new station originally had been granted the call letters WWES, but requested and received its new designation, WVIP, as a promotional aid to its "VIP Merchandising Bonus" for advertisers. Mr. Stone, who also is head of Stone Assoc., package-producer, is a merchandising expert. His successes include the promotions on *Howdy Doody*, *Lassie* and *Jackie Gleason* among others.

In keeping with its VIP theme, the station plans to take the air opening day with a panoply including Bennett Cerf, Jackie Robinson, Jackie Gleason and other celebrities. WVIP will operate as a "good music and news" outlet with heavy emphasis on local coverage through its own mobile unit.

Walker Wants Religion 'Sold'

RELIGION should be "sold" to the unchurched by the use of Madison Avenue advertising techniques over radio, declared Fred E. Walker, general manager of WTTM Trenton, N. J., and advisor to the Broadcasting Commission of the New Jersey Council of Churches, at a meeting of the Commission last month in Trenton.

Mr. Walker took issue with theologian

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35 YEARS OF SERVICE..
WMAZ-RADIO

Jimmy Vinson

Though he's not been with us all those 35 years (come October) Jimmy Vinson helps us keep the good will, loyalty, and high listenership, all over Middle Georgia, that we've built up over those years.

Jimmy is, by every measurement, Middle Georgia's favorite emcee, and master of the turn tables on two of WMAZ Radio's (again, AND Middle Georgia's) outstanding shows: the morning "Merry-Go-Round" from 7:15 till 9:00; and the afternoon "Jimmy Vinson Show" from 4:00 till 6:00.

The ratings confirm it, and so do Jimmy's SALES RESULTS. Get on the "Merry-Go-Round" with Jimmy Vinson, and SELL your product in Middle Georgia!

10,000 WATTS
CBS
WMAZ
RADIO
MACON, GA.
National Rep:
AVERY-KNODEL, INC.

KRON-TV HAS AN ACE IN THE HOLE

ONE of the most powerful and expensive items of equipment in the plant at KRON-TV San Francisco has been put to work only 11½ hours in the past four and a half years. But this piece of machinery—a standby electric generator—earns its keep, the station claims.

Two power failures blacked out sections of San Francisco this spring, but KRON-TV remained on the air both times—alone among Bay Area stations, it reports—because of its standby generator, which never saw action at all for almost three years after it was installed.

KRON-TV put in its emergency generator in January 1953. Amortizing its cost and adding maintenance for the several occasions the equipment has been used since, KRON-TV figures the total cost now stands at $4.82 per kilowatt hour.

The standby equipment was only a reassuring presence from its installation until the end of 1955, when, on Dec. 13, storms knocked out power and KRON-TV put the unit to use for three hours until regular power was restored.

The most recent occasions when the generator was called upon were May 4, when a plane tore into electric power lines in Niles Canyon and blacked out sections of the city about 25 minutes, and June 18, when an insulator failure cut off power about 20 minutes.

Agreeing the cost of its generator per kilowatt hour is a little high, KRON-TV nevertheless rests secure in the knowledge that the standby unit is waiting and ready to meet the next emergency and feels dollars and cents are no measure compared to the uninterrupted service the station can assure its viewers.

Rheinhold Niebuhr, who criticized evangelist Billy Graham for using so-called Madison Avenue tactics in his crusade in New York City. He urged churchmen to use spot announcements over radio which are interesting and humorous. "There's nothing wrong with humor in religion," added Mr. Walker, who is the son of a Presbyterian minister.

First Explorer Scout Radio Unit Formed With WFIL Assistance

THE FIRST Boy Scout Explorer Post devoted to instruction of scouts in amateur radio and electronics has been formed by WFIL-AM-FM-TV Philadelphia, writes George A. Koehler, station manager.

The new communications unit was made possible by a grant for facilities and equipment from the M. L. Annenberg Foundation, in cooperation with the Radio and Television division of Triangle Publications Inc., of which WFIL is a part. The equipment was presented to the new scout unit by Roger W. Clipp, vice president, Radio-Tv division of Triangle Publications, on behalf of Walter H. Annenberg, president of Triangle and the M. L. Annenberg Foundation.

At ceremonies held in the WFIL transmitter building in Whitemarsh, Pa.—which will be used by the scouts for unit meetings and the study and construction of various types of radio equipment—a dedication message was sent via short wave radio relay to Dr. Paul A. Siple, chief deputy to the officer in charge of the American expedition currently in the Antarctic, informing him of the formation of the new Explorer Scout communications unit.

Explorer Scouts are groups of boys 14 to 19 years old who, in addition to their regular scouting activities, work on vocational, community service projects on an adult level. Robert W. Lawson of the Bell Telephone Co. of Pa. will act as leader of this first Explorer group to enter the field of radio communications.

STATION SHORTS

WJAN Spartanburg, S. C., announces new 24-hour-a-day format.

KCUL Fort Worth, Tex., moves to penthouse in Fortune Arms Hotel. Fort Worth.

WERI Westerly, R. I., announces affiliation with Yankee Network.

KAVE-TV Carlsbad, N. M., announces affiliation with CBS-TV.

KHQ-TV Spokane, Wash., completes installation of newly designed antenna atop its 826-foot tower.

WINR-TV Binghamton, N. Y., announces target date as Aug. 1, 1957.

WQAM Miami signed lease in DuPont Building in downtown Miami for complete north wing of building's 17th floor.

REPRESENTATIVE APPOINTMENTS

WBNY Buffalo appoints Jack Masla & Co.

WRKE Roanoke, Va., appoints Simmons Assoc., N. Y.

WIBW-AM-TV Topeka, Kan., appoints Avery-Knodel Inc., N. Y.

KHON Honolulu appoints Roche, Ekhoff & Lee, L. A.

FREQUENCY

There are all kinds, but the kind that really stirs the heart of Al Terrence is the **sales frequency** that boosted his annual carpeting sales volume from $200,000 to $3 million in four short years.

KTTV's part in this growth is a matter of record... Al's record...

Al asks each new customer what brought him to the Al Terrence Carpet Company, and more than two-thirds cite Paul Coates' **Confidential File** and KTTV.

There's much more to the story. Just ask Al Terrence...

Better yet, ask your KTTV sales rep for the full KTTV story on **frequency**..

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

BUY SOUND-FACTOR PLAN
RADIO WSRS
GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS

WGST Atlanta, appoints Venard, Rintoul & McConnell, New York, as national representative and James S. Ayers Co., Atlanta, Southeastern rep.

KRKD Los Angeles appoints Charles Bernard & Co., N. Y.

KGGM-AM-TV Albuquerque, N. M., and **KVSF Sante Fe, N. M.,** appoint Branham Co., Chicago.

WKAT Miami-Miami Beach, appoints Forjoe & Co., N. Y.

OK Group (WBOK New Orleans, KYOK Houston, KAOK Lake Charles, WXOK Baton Rouge and WLOK Memphis) appoints Stars National Inc., N. Y.

REPRESENTATIVE SHORTS

O'Connell-Palmer Co., L. A., opens new offices at 110 Sutter St., S. F. Telephone: Garfield 1-6936.

Broadcast Times Sales, N. Y., announces move of its offices to penthouse at 280 Madison Ave. Telephone: Murray Hill 4-6740.

Headley-Reed Co., N. Y., has announced new telephone number: Murray Hill 5-8700.

Blair Tv Assoc., moves its Chicago office into new quarters at 333 N. Michigan Ave., Chicago 1. Telephone: Franklin 2-3819.

Everett-McKinney Inc., Chicago, announces move of office from 400 N. Michigan Ave. to 410 N. Michigan Ave. (Wrigley Bldg.).

Mrs. John E. McCoy Dies

MRS. JOHN E. McCOY, 41, died July 3 in Miami, Fla., after a two-year illness. Mr. McCoy is vice president-secretary of Storer Broadcasting Co. Two children also survive, a daughter Gari, 15, and son Scott, 11. Mrs. McCoy was widely known in the broadcast industry, having accompanied her husband to many meetings. Friends are invited to send contributions to the cancer research fund, U. of Miami, in care of Dr. Ralph Jones, chairman of cancer research at the university medical department.

WPVL SAVES THE DAY

IT WAS Independence Day 1957 in Mentor Headlands, Ohio. The town's annual parade marched to stirring music. But there was no marching band; negotiations had fallen through at the last moment. WPVL Painesville, Ohio, however, had come to the rescue. Spotted at intervals between the marching units in Mentor Headlands' parade were 22 cars tuned to WPVL. As Dean Smith, the relieved parade chairman, later put it to WPVL Station Manager Carl R. Lee: "It was the most successful parade we've had yet. Everyone was in step and everyone heard the music."

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B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest paid circulation in its field, is basic for subscribers and advertisers alike.

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MOLINE
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WHBF
RADIO & TELEVISION
FIRST IN RADIO
1st In Downstate Illinois*
1st In The Quad-Cities
according to NCS No. 2
* All 68 stations outside of Chicago

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Advertisement

Elmira Manager Praises C.C.A.

Elmira, N. Y.—"Our first Community Club Awards campaign . . . has certainly been an outstanding sales success. Our gross C. C. A. billings on contract at $10.00 per minute spot is $25,512.50," says Keith W. Horton, General Manager of WELM, in a letter to John C. Gilmore, Executive Vice President of Community Club Awards.

Keith W. Horton

Horton adds, "We purposely concentrated on new business and C.C.A. has brought us several 'blue chips' accounts from our competitor."

In his letter to Gilmore, he concludes by saying, "Many thanks for your help in getting us into C.C.A."

COMMUNITY CLUB AWARDS
1957
COMMUNITY CLUB AWARDS
Box 11296
NORFOLK, VA.
Phone: MA 2-4842

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

◄ **J. W. Keener,** executive vice president, B. F. Goodrich Co., N. Y., elected president, director and member of executive committee, effective Aug. 1. He succeeds **William S. Richardson** who will retire July 31. Mr. Richardson will continue to be a director of company.

William H. Gebhardt, formerly executive with Brooke, Smith, French & Dorrance, to Walter J. Klein Co., Detroit, as vice president and to serve as one of six account executives for firm.

Anthony Alberti named vice president of merchandising and sales for Advertising Agencies Inc., Studio City, Calif., and **Georgia Mode** named office manager.

Edmund F. Buryan, former marketing consultant, Booz, Allen & Hamilton (marketing firm), to W. A. Sheaffer Pen Co., N. Y., as vice president in charge of marketing.

Gerald T. Cowan, formerly chief accountant for St. Louis electrical manufacturing firm, to Gardner Adv., St. Louis, as comptroller-assistant secretary. **Jane Hauser** promoted to office manager of Gardner.

Paul Markman, vice president and director of BBDO, N. Y., joins agency's L. A. office as account supervisor for Western Airlines and North American Aviation accounts.

Larry Gross, account executive at J. M. Mathes, and **Jean S. Brown,** Lennen & Newell, to Grey Adv., N. Y., as account executive and copy group supervisor, respectively.

Aaron Krochmal, formerly with Standard Register Co. (national printing firm) as special accounts representative, to Dubin, Feldman & Kahn Inc., Pittsburgh, as account executive.

John Emmart, formerly with Italian Swiss Colony wines as advertising manager for seven years, to Roy S. Durstine, S. F., executive staff.

John A. Cawley, president of George W. Luft Co., N. Y., joins American Home Products Corp., as assistant to president.

◄ **G. B. (Brad) Battey Jr.,** formerly in production of institutional advertising for general offices of Mountain States Petroleum Co., to Mark Schreiber Adv., Denver, as production manager.

Charles V. Hicks, creative supervisor, Brooke, Smith, French & Dorrance, Detroit, promoted to executive copy director.

Sheldon Riss joins Cayton Inc. Adv., N. Y., as assistant film editor.

Frank Hopkins, tv-radio copy chief, Campbell-Ewald, Detroit, to N. W. Ayer & Son, same city, in radio-tv department. **Stephen W. Meader,** associate director of Ayer copy department in Philadelphia, retires after 30 years with agency.

Earl Soto, McCann-Erickson, Chicago and L. A. offices, and **Hal Ballman,** U. of Missouri graduate, to BBDO, L. A., art department and media department, respectively.

Bruce Barton, chairman of board of BBDO, N. Y., suffered slight stroke while on business trip in Midwest last week. He is convalescing at his home, 117 E. 55th St., N. Y.

FILM

Frank P. Bibas named producer-account executive for Transfilm Inc., N. Y. Mr. Bibas recently served as vice president in charge of production for Roland Reed-Gross Krasne Inc., Hollywood, and earlier as head of motion picture department of McCann-Erickson, N. Y.

NETWORKS

Elliot F. Alexander, formerly public relations account executive with BBDO, named manager of advertising and promotion, ABC-TV western division, headquartering at ABC Television Center, Hollywood.

Betty Boucher, American Broadcasting Network, promoted to head of station clearance department.

Bob Brady, formerly with *Los Angeles Times*, Long Beach staff and United Press, L. A., to CBS Radio, Hollywood, press information, succeeding **Alan Q. Allen,** transferring to CBS-TV program promotion.

Carol Davis, feature writer-publicist, Young & Rubicam, to ABC-TV network press information department, Western Div., Hollywood.

Frank Wilson, most recently of *Martha Roundtree's Press Conference* for C. O. Miller Agency, appointed producer-writer of CBS's *The Woolworth Hour.*

Dennis O'Keefe, Hollywood actor, named host of NBC-TV's suspense-mystery drama series, *Suspicion,* which begins Monday, Sept. 30 (10-11 p.m. EDT).

Al Collins, WRCA New York disc jockey, named host on NBC-TV *Tonight* June 24.

Sandy Sheldon, director of NBC-TV's *Ask the Camera,* father of girl, Amy, June 23.

Judy Tyler, 24, actress and tv personality, and her husband, **Gregory Lafayette,** 24, tv actor killed July 4 in automobile collision near resort town of Billy the Kid, Wyo. Miss Tyler appeared on NBC-TV's *Howdy Doody* show for three years before going to Hollywood early this year.

7 DAYS 6 NIGHTS
(per person double) $46.50
including MEALS
Sovereign HOTEL
at 44th and the OCEAN
Overlooking the FONTAINEBLEAU MIAMI BEACH

Art Van Harvey (Berschot), 73, formerly performer ("Vic") on NBC Radio's *Vic and Sade* and on NBC-TV's *Hawkins Falls*, died in Chicago July 7.

Fraser Edwards, 64, at one time associated with ABC and NBC, died of cancer, July 5.

STATIONS

◄ **William L. Putnam,** treasurer-general manager of WWLP (TV) Springfield, Mass., promoted to president of station. He succeeds **Roger L. Putnam,** who becomes chairman of WWLP board.

J. L. Stackhouse named president of WGLV-TV Easton, Pa. Other appointments include **Charles R. Thon,** general manager; **William T. Latham,** general sales manager; **Peter F. Gallagher,** director of programming-promotion-film buyer, and **Robert A. Francett,** chief engineer.

◄ **Myron T. Wile,** vice president in charge of business development and public relations, Citizens Savings Bank & Trust Co., Hamilton, Ohio, to WSRS Cleveland as vice president and business manager.

Lew Arnold, general manager, KTLA (TV) Los Angeles, elected vice president and member of board of directors of Paramount Television Productions Inc., licensee of KTLA.

Bob McKune, formerly with KWCO Chickasha, Okla., to KRGI Grand Island, Neb., as general manager. **Budd Duvall,** KOKX Keokuk, Iowa, to KRGI as program director.

◄ **John R. Mahoney,** general manager of WIBG Philadelphia, named station manager and sales manager. Mr. Mahoney joined station as sales representative in 1954 and was promoted to general manager in 1956.

Roy Marsh, formerly program director, KJAN Atlantic, Iowa, to KASL Newcastel, Wyo., as general manager.

Ed Shulz, KMBC Kansas City, to KJAY Topeka as general manager.

John McRae, local sales manager, KOBY San Francisco, promoted to general sales manager. **Bill E. Brown** resigns from KOBY and plans to enter broadcasting in southern California.

Chester R. Cooper, production coordinator in program department of Triangle Publications Inc. radio and tv division (WNHC-AM-FM-TV Hartford, Conn.; WFIL-AM-FM-TV Philadelphia; WFBG-AM-TV Altoona, Pa.; WNBF-AM-FM-TV Binghamton, N. Y.; WLBR-TV Lebanon, Pa., and owner of 50% of WHGB Harrisburg, Pa.) named program manager of WNHC-AM-FM-TV.

◄ **Raymond G. Mercier,** program director, WCSH Portland, Maine, promoted to station manager and **Robert Arnold** named WCSH program manager. **Duane Dow** joins station's announcing staff. **Agnes Day** becomes traffic manager for WRDO Augusta, Maine. **Edward J. Owen,** announcer and writer, WLBZ Bangor, Maine, promoted to program manager and **Irving Hunter** named coordinator of sales service and programming for WLBZ. All stations are owned and operated by Maine Broadcasting System.

◄ **James S. McMurry,** formerly production manager for WTOP-TV Washington and WRC Washington, to WPFH (TV) Wilmington, Del., as operations manager.

Larry Monroe, program director of WNOE New Orleans and formerly disc jockey with KLIF Dallas, returns to KLIF as program director.

◄ **Gary S. Franklin,** formerly with WTAR-TV Norfolk, Va., news staff, to WAVY-TV Portsmouth, Va., as news director. Station is scheduled to go on air Sept. 1.

Carroll McGaughey, formerly with KATV (TV) Little Rock, Ark., to WSOC-TV Charlotte, N. C., as news director.

◄ **John Holbrook,** news commentator, to WPST-TV Miami as news director. He has fifteen years of Washington and New York news network experience and is known as "Voice of Washington."

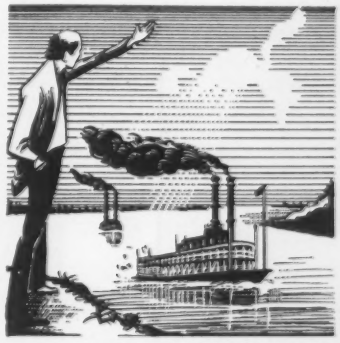
Steve Ellis, recently named "most versatile" sportscaster by New York tv and radio columnists, joins WPST-TV Miami as sports director.

Arthur Lefevre Jr., photographic director, WPRO-TV Providence, R. I., to WTIC-TV Hartford, Conn., as photographic director.

Lee J. Hornback, formerly producer-director, WLW Cincinnati, named assistant special broadcast service director for WLW-AM-TV.

W. A. Reese, formerly with WDMJ-TV Marquette, Mich., to WEHT (TV) Henderson, Ky., as sales-service coordinator.

Charles W. Beintker, sales manager of WIL St. Louis, to KWK-TV St. Louis sales staff as account executive.



'WAY OUT IN FRONT!

Oldtime steamboat races along our Ohio River Valley were often close, and hazardous to put your money on. Quite different from today's audience race among TV stations. When you put your money on WSAZ-TV, you've picked *THE* winner. Survey after survey gives the title to this 69-county giant — and the latest Nielsen is no exception. Consider these WSAZ-TV margins over the next-best station:

95,670 more homes per month

99,430 more homes per week

101,130 more daytime homes, weekdays

100,580 more nighttime homes, weekdays

WSAZ-TV steams with comparable popularity across a four-state domain wherein almost $4,000,000,000 buying power awaits advertisers who like to ride with the winner. The gangway is down at any Katz office.

Robert W. Allen, formerly director of sports' broadcasts for WTAO Cambridge, Mass., to WEEI Boston as sales representative.

Gene M. Heard, formerly radio-tv time-buyer-producer, McCann-Erickson, Houston, to KTRK-TV Houston sales staff.

Russ Coughlan, formerly assistant manager, KROW Oakland, Calif., to KCBS San Francisco sales staff.

Charles W. Way, advertising director for Morrison-Neese Furniture Store, Greensboro, N. C., to WFMY-TV Greensboro sales staff.

Charles Bennett joins WGY Schenectady, N. Y., sales staff.

Edward C. Squires, account executive, WELI New Haven, Conn., to KGUN-TV Tucson sales department.

Keyes Perrin, former MBS announcer, to WPTR Albany, N. Y., as key man on station's news-public service staff.

Gilbert Faggen, assistant program manager, WPEN Philadelphia, to KYW Cleveland as producer-director.

Jon Massey, disc jockey with WWDC Washington for eight years, to WGMS Washington to do his own disc jockey show, *Jon Massey's 570 Club.*

Art Goodwin, WHEN Syracuse, N. Y., to WHEN-TV announcing department. **Gardiner Smith** and **Robert Raiman** join WHEN as general announcers and program specialists.

Alan Fleming, formerly in promotion department, Association Group Div. of Continental Casualty Co., Chicago, to KTIV (TV) Sioux City, Iowa, news staff.

Roy Storey, for nine years sportscaster in San Francisco, joins KNX Los Angeles sports department, where his duties will include handling daily sportscast, 6-6:15 p.m., effective Aug. 5.

Henry Clark, WEOK Poughkeepsie, N. Y., to WGSM Huntington, L. I.

Phil Bryce, account executive, KABC-TV Hollywood, father of girl, Eva Marie Elizabeth.

Mitchell E. Krause, director of sales promotion, WIP Philadelphia, married Elisabeth Woodward, July 4.

Charles C. Boysen, 61, former director-secretary-treasurer of WTOP Washington, died following long illness this month.

Arthur W. Richardson, 56, chief engineer of WGBH-FM-TV Boston, died June 6.

REPRESENTATIVES

Nick O'Neill, former salesman with Connecticut Mutual Life Insurance Co., to Adam Young companies as research assistant. **Barbara Wetzell,** research analyst with Katz Agency, to Young in similar capacity.

People who know . . .

stay at the

Hotel Lexington

- 3 Minutes from Grand Central
- Convenient to Fifth Avenue Shopping . . . Theater District
- All Outside Rooms
- Radio; Television; Circulating Ice-Water; tub and shower

delightfully AIR CONDITIONED

HOME OF THE FAMOUS
'Hawaiian Room'
Known For Authentic Hawaiian Cuisine and Native Entertainment

see your local travel agency or write to Promotion Dept. for Brochure 124

Near the United Nations
Hotel Lexington
LEXINGTON AVE. at 48th ST., NEW YORK CITY, 17

MANUFACTURING

◄ **Paul E. Gregg** named director of advertising for Magnecord. He also will handle advertising and merchandising for firm's parent company, Midwestern Instruments Inc., Tulsa.

William S. Wheeler, assistant to president for corporate planning at Motorola Inc., Chicago, appointed manager of its Chicago military electronics center.

◄ **Clarence Morgan,** chief studio engineer, WIBC Indianapolis, to Gates Radio Co., Quincy, Ill., as sales engineer. He is assigned to territory of northern Illinois, south Wisconsin and northwest Indiana, with headquarters in Chicago.

INTERNATIONAL

◄**Gunnar Rugheimer,** special assistant in commercial division, Canadian Broadcasting Corp., Toronto, to national director of sales for CBC. He will be in charge of selling CBC radio and tv programs to English-language network sponsors. Mr. Rugheimer is also in charge of exporting CBC programs to other countries. He joined CBC in 1948 as head of Swedish section of CBC's international shortwave service, and became tv producer in 1952 when CBC began telecasting at Toronto and Montreal. He became manager of CBC national tv news in 1953, and in 1955 moved to commercial division.

Jim Ross, former hockey player with New York Rangers, to sales staff of CHUM Toronto.

PROFESSIONAL SERVICES

Clyde Tussey, news editor of Los Angeles INS Bureau, joins public relations firm of McFadden & Eddy Assoc., as account executive.

Charles A. Parry, designer and developer of multichannel communications networks on three continents, to Page Communications Engineers Inc., Washington, as consultant to director of engineering.

Edward Wetter, executive secretary for special operations in Research and Engineering Office of Defense Dept., to Allen Kander & Co. (negotiators for purchase and sale of newspaper, radio and television properties), New York.

◄ **Sheldon J. Burke,** freelance announcer, to direct television performance survey for Screen Composers Assoc., Screen Actors Guild, Screen Directors Guild and Writers Guild of America West.

Station Authorizations, Applications
(As Compiled by B•T)
July 3 through July 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through July 9

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	263	383	145
Fm	539	519	49	56	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New station requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

*Based on official FCC monthly reports. These a.e not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through July 9

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	354	325	669[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	858	583	1,440[3]
Noncomm. Educ.	67		37	33	67[4]
Total	1,162	337	895	616	1,507[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

Erie, Pa.—L. E. U. Bestg. Co., uhf ch. 66 (782-788 mc); ERP 65 kw vis., 35 kw aur.; ant. height above average terrain 142 ft., above ground 325 ft. Estimated construction cost $76,000, first year operating cost of $240,000, revenue $300,000. P. O. address 212 Commerce Bldg., Erie. Studio location Erie. Trans. location Erie County. Geographic coordinates 42° 07' 26" N. Lat., 80° 04' 52" W. Long. Trans.-ant. DuMont. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C. Consulting engineer L. H. Carr & Assoc., Washington, D. C. **Joseph P. Wardlaw Jr.**, owner **WLEU Erie**, will be sole owner.

Norfolk, Va.—Norfolk-Newport News Television Corp., vhf ch. 13 (210-216 mc); ERP 316 kw vis., 159 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,026 ft. Estimated construction cost $547,000, first year operating cost $1,200,000, revenue $1,800,000. P. O. address % Jack Seigel, 1736 Buena Vista, Ormond Beach, Fla. Studio location Norfolk. Trans. location Princess Anne County. Geographic coordinates 36° 47' 54" N. Lat., 76° 10' 41" W. long. Trans-ant. RCA. Legal counsel Arthur Schroeder, Washington, D. C. Consulting engineer Page, Creutz, Steel & Waldschmitt, Washington, D. C. **Emil J. Arnold** (50%), 100% **WTAM Decatur, Ga.**, 50% **WINN Louisville, Ky.**, **WMFJ Daytona Beach, Fla.**, **WHIY Orlando, Fla. Robert E. Wasdon** (25%) and **Jack Seigel** (25%) each own 25% of WINN, WMFJ and WHIY.

Translators

ACTIONS

Springfield Television Bestg. Corp., Newport, N. H.—Granted application for tv translator station on ch. 71 to translate programs of own station **WRLR (TV)** (ch. 32), **Greenfield, Mass.**

Grande Ronde Television Assn., La Grande, Ore.—Granted application for tv translator station on ch. 70 to translate programs of **KHQ-TV** (ch. 6) **Spokane, Wash.**

Conewango Valley Television, Inc., North Warren, Pa.—Granted application for tv translator station on ch. 82 to translate programs of **WBEN-TV** (ch. 4) **Buffalo, N. Y.**

Willapa Harbor T. V. Assn. Inc., Raymond, Wash.—Granted application for tv translator station on ch. 76 to translate programs of

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
NEW ENGLAND INDEPENDENT	NETWORK VHF	STATION WANTED	ARKANSAS NETWORK	NORTHWEST FULLTIME
$70,000	$1,300,000		$150,000	$58,000
Substantial single-station market. Diverse industry. Needs owner operator. Terms.	Compact money-making operation in diversified market. Earnings and gross climbing fast. Financing.	Have buyer for small to medium market station in Southeast. $15,000 down up to $85,000.	The finest plant you will see for a 250-watter. Inventory alone is worth the asking price. ½ down.	250 w network affiliate showing good profit on stable volume. Includes land and studio-transmitter building. $16,000 down.
WASHINGTON, D. C.	**CHICAGO, ILL.**	**ATLANTA, GA.**	**DALLAS, TEX.**	**SAN FRANCISCO**
Wm. T. Stubblefield	Ray V. Hamilton	Jack L. Barton	Dewitt (Judge) Landis	W. R. (Ike) Twining
1737 DeSales St., N. W.	Tribune Tower	1515 Healey Bldg.	Fidelity Union Life Bldg.	111 Sutter St.
EX 3-3456	DE 7-2755	JA 3-3431	RI 8-1175	EX 2-5671

Call your nearest office of

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Planning a Radio Station?

RCA can help you...

with informative printed materials prepared by experts and available free of charge.

For literature on equipment of special interest or other information, write to RCA, Dept. U-22, Building 15-1, Camden, N. J.

RADIO CORPORATION of AMERICA

RCA Tmk (s) ®

KOMO-TV (ch. 4) **Seattle, Wash.**

New Am Stations

APPLICATIONS

Flagstaff, Ariz.—Eldred O. Smith, 1290 kc, 1 kw unl. P. O. address 3701 E. Pasadena, Phoenix, Ariz. Estimated construction cost $13,045, first year operating cost $32,000, revenue $47,000. Mr. Smith, furniture dealer and one-third interest **KHEY El Paso, Tex.**, will be sole owner.

Cuthbert, Ga.—F. Keith Brown, 960 kc, 1 kw D. P. O. address Box 1537, Columbus, Ga. Estimated construction cost $6,650, first year operating cost $18,000, revenue $24,000. Mr. Brown, radio engineer and 12.2% owner **WGBA Columbus,** will be sole owner.

Coeur d'Alene, Idaho—Kootenai Bcstrs., 1330 kc, 1 kw D. P. O. address Rt. 1, Zillah, Wash. Estimated construction cost $12,400, first year operating cost $36,000, revenue $42,000. **Earl M. Bainter,** fruit rancher, will be sole owner.

Aurora, Ill.—Logansport Bcstg. Corp., 1480 kc, 1 kw D. P. O. address Box 399, Logansport, Ind. Estimated construction cost $18,250, first year operating cost $110,000, revenue $135,000. Equal partners are **Glenn L. Miller, Robert M. Booth** and **Herbert M. Bingham.** Mr. Booth has interests **WELL Battle Creek, Mich., WSAM Saginaw, Mich., WKHM Jackson, Mich.** and **WKMF Flint, Mich.** Mr. Miller and Mr. Bingham are attorneys.

DeSoto, Mo.—DeSoto Bcstg. Co., 1450 kc, 250 w unl. P. O. address **William F. Garrett,** 646 Highland Dr., Cape Girardeau, Mo. Estimated construction cost $11,837, first year operating cost $40,000, revenue $46,000. Mr. Garrett, former employe **KATZ St. Louis, Mo.,** will be sole owner.

St. Helens, Ore.—Columbia River Bcstrs., 1600 kc, 1 kw D. P. O. address 111 N. Minnesota, Yakima, Wash. Estimated construction cost $14,900, first year operating cost $26,400, revenue $36,000. **David L. Hubert** (58.5%), chief engineer **KLOQ Yakima, Edward F. Kelley** (30%), engineer-announcer **KITI Chehalis, Wash.,** and **Marian S. Olney** (11.5%), office manager **KKEY Vancouver, Wash.,** will be owners.

Bellefonte, Pa.—Bellefonte Bcstg. Co., 1330 kc, 500 w D. P. O. address Bellefonte. Estimated construction cost $10,325, first year operating cost $30,000, revenue $36,000. **Cary H. Simpson,** 50% **WKBI St. Mary's,** 48% **WFRM Coudersport** and **WNBT Wellsboro,** 89% **WMPT South Williamsport** and **WPXY Punxsutawney,** 100% **WTRN Tyrone,** 3.3% **WKMC Roaring Spring,** all Pa., will be sole owner.

New Fm Stations

APPLICATIONS

Huntington, N. Y.—Huntington-Montauk Bcstg. Co., 100.5 mc, 15 kw unl. P. O. address 379 New York Ave., Huntington. Estimated construction cost $5,900. Operating costs and revenue are figured with budget of **WGSM Huntington.** Principals include **Edward J. Fitzgerald,** 27% **WGSM** and others.

Middletown, Ohio—Paul F. Braden, 103.5 mc, 7.77 kw unl. P. O. address WPFB, Central Ave., Middletown. Estimated construction cost $16,100, first year operating cost $3,600, revenue $10,000. Mr. Braden, owner **WPFB Middletown,** will be sole owner.

Ownership Changes

APPLICATIONS

KSEI-AM-TV Pocatello, Idaho—Seeks assignment of license from **Radio Service Corp.** to **Pioneers Bcstrs. Corp.** for $213,362. **Henry H. Fletcher,** former stockholder **KTFI-AM-FM Twin Falls, Idaho,** will be 99.63% owner.

WHIM Providence, R. I.—Seeks assignment of license from **Intercity Bcstrs. Inc.** to **Buckley-Jaeger Bcstg. Corp.** for $640,000. **Richard D. Buckley** (66.7%), vice pres. **Dumont Bcstg. Corp.,** and **John B. Jaeger** (33.3%), exec. vice pres. **WNEW** division of DuMont, will be owners.

WIS-TV Columbia, S. C.—Seeks assignment of license from **WIS-TV Corp.** to **Bcstg. Co. of South.** Corporate change. No control change.

WTOV-TV Norfolk, Va.—Seeks relinquishment of control by **Tim Brite Inc.** through sale of stock (1 share) to **Norfolk Bcstg. Corp.** for nominal one dollar. Norfolk Bcstg. 21% **WLVA-AM-TV Lynchburg, Va. Louis H. Peterson,** pres. of Norfolk Bcstg., owns **WNOR Norfolk.**

PETITIONS

Clarence M. Mason, Hancock, Mich.—Petition requesting amendment of sec. 3.606 to amend the table of assignments so as to assign ch. 9 to Hancock, Mich., and to delete ch. 9 from Iron Mountain, Mich., and substitute ch. 8 therefor.

PETITION FOR RULE MAKING DENIED

WPAG-TV Ann Arbor, Mich.—Petition requesting amendment of sec. 3.606 so as to change the allocation of ch. 12 from Flint, Mich., to Ann Arbor, Mich.

Hearing Cases

FINAL DECISIONS

The Commission announced its decision of July 3 granting the application of **Allegheny-Kiski Bcstg. Co.** to increase power of station **WKPA New Kensington, Pa.,** from 250 w to ½ kw with DA, continuing daytime only operation on 1150 kc.

The Commission (1) denied petition by **Palm Springs Translator Station, Inc.,** to change place of hearing from Washington to Palm Springs, Calif., on its applications for two new tv translator stations to serve Palm Springs, and (2) denied petition by **Palm Springs Community Television Corp.** for declaratory ruling or enlargement of issues in that hearing.

The Commission granted a petition by **WJJD Chicago, Ill.,** and reopened the record and enlarged issues in proceeding on application of **Town and Country Radio Inc.,** for new am station in **Rockford, Ill.,** to determine its financial qualifications to construct and operate proposed station.

INITIAL DECISIONS

Hearing Examiner Elizabeth C. Smith issued an initial decision looking toward granting the application of **City of New York Municipal Bcstg. System** for extension of Special Service Authorization to operate station **WNYC New York, N. Y.,** additional hours from 6 A.M., EST, to sunrise New York City and from sunset Minneapolis, Minn., to 10 P.M., EST. **WCCO Minneapolis,** the dominant station on 830 kc, had petitioned to cancel WNYC's Special Service Authorization.

Hearing Examiner J. D. Bond issued an initial decision looking toward (1) grant of applications of **Albert John Williams** for new am on 1460 kc, 1 kw D, in **Inglewood, Calif.,** and **Palomar Bcstg. Co.** for new am on 1450 kc, 250 w, unl. in **Escondido, Calif.**; (2) denial of application of **The Cerritos Bcstg. Co.** for new am on 1450 kc, 100 w, unl. in **Signal Hill, Calif.,** and (3) dismissing as moot May 1, 1956, order to **Consolidated Bcstg. Co.** to show cause why its license for **KALI Pasadena, Calif.,** should not be modified to eliminate the overlap between its operation and the operation proposed by Cerritos.

Routine Roundup

BROADCAST ACTIONS

By the Broadcast Bureau

Approved specifications submitted by Frontier Television, Inc., for operation of **WNYT-TV Buffalo, N. Y.,** on ch. 29 pursuant to report and order (which substituted ch. 29 for ch. 59 and modified WNYT-TV authorization accordingly,

Southwest

$250,000.00

Highly successful independent in major market. Low cost operation with steadily increasing revenues. Rapidly growing market. Half cash required.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey William B. Ryan
Washington Building
STerling 3-4341

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Healey Building
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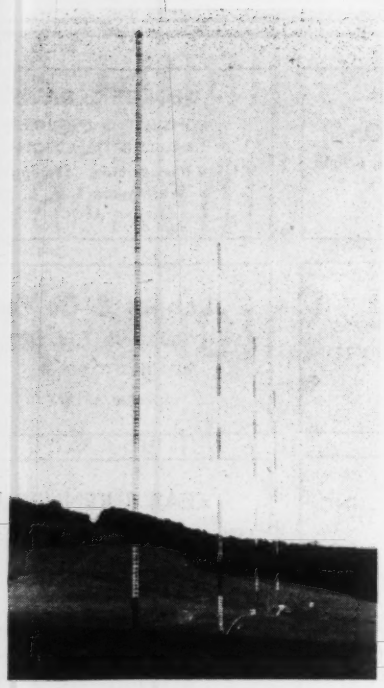

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FOR THE RECORD CONTINUED

effective June 20); ERP 263 kw vis. and 144 kw aur.; ant. 360 ft.

Approved specifications submitted by **WROM-TV Inc.**, for operation of WROM-TV on ch. 9 in Chattanooga, Tenn., instead of Rome, Ga., (which moved that ch. from Rome to Chattanooga and modified WROM-TV authorization accordingly, effective May 6); ERP 316 kw vis. and 178 kw aur.; ant. 1030 ft.

Actions of June 28

KONO-TV San Antonio, Tex.—Granted license for tv station.

WGHF (FM) Brookfield, Conn.—Granted license for fm station.

WXTV (TV) Youngstown, Ohio—Granted mod. of cp to change ERP to vis. 6.46 kw, aur. 3.47 kw, change studio location and trans. location, install new trans. and ant. system: ant. 330 ft.

WICU (TV) Erie, Pa.—Granted mod. of cp to change ERP to vis. 316 kw, aur. 158 kw, change trans. location, install new trans. and ant.: ant. 780 ft.

KQED (TV) San Francisco, Calif.—Granted extension of completion date to 1-24-58.

WXTV (TV) Youngstown, Ohio—Granted extension of completion date to 12-26.

Actions of June 27

WFBM, WFBM-TV, WTCN, WTCN-TV, Minnesota Television Public Service Corp., Indianapolis, Ind.; Minneapolis and St. Paul, Minn.—Granted mod. of licenses to change name to Twin State Bcstg. Inc.

WAVY Portsmouth, Va.—Granted mod. of license to change name of licensee corporation to **Tidewater Teleradio Inc.**

WMCR (FM) Kalamazoo, Mich.—Granted mod. of license to change name of fm to Western Michigan University.

The following were granted extension of completion dates as shown: **KGU Honolulu, Hawaii** to 7-31; **WBRC-FM Birmingham, Ala.** to 10-1; **KHTV (TV) Twin Falls, Idaho** to 1-25-58; **WVEC-TV Hampton, Va.** to 1-4-58.

Actions of June 26

WSPD-TV Toledo, Ohio—Granted extension of completion date to 11-2.

WNYT-TV Buffalo, N. Y.—Granted extension of completion date to 1-23-58.

Actions of June 25

WTVO (TV) Rockford, Ill.—Granted license for tv station.

WTOK-TV Meridian, Miss.—Granted license for tv station.

KOOK-TV Billings, Mont.—Granted license for tv station.

WHEN-TV Syracuse, N. Y.—Granted license for tv station.

KBAK-TV Bakersfield, Calif.—Granted license for tv station.

KHSL-TV Chico, Calif.—Granted license covering changes in facilities and specify studio location; ERP vis. 234 kw, aur. 117 kw, ant. height 1296 ft.

KSL-TV Salt Lake City, Utah—Granted license covering changes in facilities; ERP vis. 33.1 kw, aur. 18.2 kw, ant. 3660 ft.

KSPL Diboll, Tex.—Granted license for am station.

KSOX Raymondville, Tex.—Granted license for am station.

KGGM-TV Albuquerque, N. M.—Granted license covering changes in facilities: ERP vis. 44.7 kw, aur. 22.4 kw (DA), ant. 4180 ft..

KJEO (TV) Fresno, Calif.—Granted cp covering changes: ERP vis. 380 kw, aur. 191 kw (DA); install new trans. and directional ant. system.

WIIC Pittsburgh, Pa.—Granted mod. of cp to change name to WIIC Inc.

WLWL Mansfield, Ohio—Granted mod. of cp to change ant.-trans. and studio location, make changes in DA system.

The following were granted extensions of completion dates as shown: **WTAM Decatur, Ga.** to 2-20-58; **WCGC Belmont, N. C.** to 8-11; **WRMF Titusville, Fla.** to 11-14; **WSLA Selma, Ala.** to 12-12; **KOOS-TV Coos Bay, Ore.** to 10-29; **WTVK Knoxville, Tenn.** to 10-7; **WORA-TV Mayguez, P. R.** to 10-13; **WNOW-TV York, Pa.** to 10-5.

WROV-FM Roanoke, Va.—Granted request to cancel license of fm; call letters deleted.

WJAT-FM Swainsboro, Ga.—Granted request to cancel license of fm; call letters deleted.

WLSU (FM) Baton Rouge, La.—Granted request to cancel license of fm; call letters deleted.

Actions of June 24

WLAP-TV Lexington, Ky.—Granted mod. of cp to change ERP to vis. 15.5 kw, aur. 7.76 kw, change trans. and studio location, install new trans. and ant. system; antenna 640 ft.

WEEQ-TV LaSalle, Ill.—Granted mod. of cp to specify studio location and waived sec. 3.613 of Commission's rules; antenna 440 ft.

KTAG-TV Lake Charles, La.—Granted extension of completion date to 1-9-58.

KVIT (TV) Santa Fe, N. M.—Granted extension of completion date to 1-17-58.

Actions of June 17

WAIQ (TV) Andalusia, Ala.—Granted license for noncommercial educational TV.

KLSE (TV) Monroe, La.—Granted license for noncommercial educational TV.

Actions of July 5

KCFI Cedar Falls, Iowa—Granted mod. of cp to change ant.-trans. and studio location and change type trans.

WARE Ware, Mass.—Granted extension of completion date to 10-1.

Actions of July 3

WPRO-TV Providence, R. I.—Granted license for tv.

WHCT (TV) Hartford, Conn.—Granted license for tv.

KRGV Weslaco, Tex.—Granted license covering changes in TV.

KHQ-TV Spokane, Wash. — Granted license covering changes in TV.

WCMT Martin, Tenn.—Granted license for am.

KRAC Alamogordo, N. M.—Granted license for am.

KGAN Bastrop, La.—Granted license for am.

KDXU St. George, Utah—Granted license for am.

WNAE Warren, Pa.—Granted license covering increase in power and installation of new trans.

WOKJ Jackson, Miss.—Granted license covering increase in power, make changes in ant. system and installation new trans.

WPAL Charleston, S. C.—Granted cp to change ant.-trans. and studio location.

WHIY Orlando, Fla.—Granted mod. of cp to change type trans. and specify studio loc.

The following were granted extension of completion dates as shown: **KUMV-TV Williston, N. D.** to 10-18; **KINY-TV Juneau, Alaska** to 12-31.

Actions of July 2

WPAG-TV Ann Arbor, Mich.—Granted license for tv.

KENI-TV Anchorage, Alaska—Granted license for tv.

WJIM-TV Lansing, Mich. — Granted license covering changes in facilities; ERP vis. 100 kw, aur. 50 kw, ant. 1000 ft.

KVVG (TV) Tulare, Calif.—Granted mod. of cp to change ant. system from nondirectional to directional ant.; ERP to vis. 174 kw, aur. 87.1 kw (DA) ant. 820 ft.

WAVY-TV Portsmouth, Va.—Granted mod. of cp to change name to **Tidewater Teleradio Inc.**

KOZE Lewiston, Idaho—Granted request for cancellation of license; call letters deleted.

Actions of July 1

KRCG (TV) Jefferson City, Mo.—Granted mod. of cp to change ERP to vis. 214 kw, aur. 107 kw (DA), increase ant. height (1012 ft.)

KEAN Brownwood, Tex.—Granted extension of permission to sign-off at 7:00 p.m., local time, except for special events, for additional three months from 6-30-57.

KNET Palestine, Tex.—Granted permission to sign-off at 8:00 p.m. CST, for months of July and August, 1957, due to vacations and for financial relief.

KAUS Austin, Minn.—Granted extensi on of completion date to 10-2; conditions.

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RADIO

Help Wanted

Management

Immediate opening for commercial manager man or woman in Florida's fastest growing area. Must have creative ideas and know-how to produce. Excellent salary plus 20 percent commission if you write your own copy, 15 per cent if you do not, after reaching salary figure. This is an excellent opportunity for the person who really wants to work and make some real money. Send resume, photo, and ample script to Box 418A, B•T.

Commercial or assistant manager: Southwest indie, single station market of 100,000. Want young man with complete radio background. No announcing except on production commercials. Sales results essential. Start at $6,000 plus percent gross. Send complete information first reply. Tapes will be returned. Box 446A, B•T.

Sales manager—capable, solid and able. Real opportunity with Ohio major indie. Box 462A, B•T.

Experienced professional radio staffman with **small station program director qualifications. Mail applications only. Give complete details and references first letter. Photo and tape later. Box 60, West Bend, Wisconsin.**

Opportunity-new 5 kw. Contact Manager, KCSR, Chadron, Nebraska.

Sales manager, male or female, WMOA, Marietta, Ohio, earnings unlimited, wonderful town to live and work in. If interested contact Sandy Guyer, General Manager.

Sales

Sales manager in New York-New Jersey metropolitan area. Must be a go-getter. Storecasting and background music field. Commission basis. Box 361A, B•T.

One of nation's oldest radio stations in the middle west needs an experienced radio salesman. Pay and company benefits most attractive. Right man will be considered for sales manager's post. Box 388A, B•T.

Minnesota regional station needs salesman-announcer. Good salary plus commission. Box 399A, B•T.

Experienced radio salesman for the most progressive station in market of 450,000 in the Magic Valley of Texas. Guarantee and commission commensurate with ability. Supply employment and minimum income requirements with application. Box 400A, B•T.

Small market Texas station needs fulltime salesman. Salary plus commission. Send full details to Box 409A, B•T.

Experienced radio salesman in small to medium market. Must be good. Give references. Box 461A, B•T.

Salesman—Proven "hitter" growing multiple operation. Michigan major market. Good salary plus top earnings. Box 463A, B•T.

Salesman: Independent station in largest city in midwestern state with highest Hooper and Pulse ratings, needs aggressive, mature and experineed man for local sales work. Excellent income on salary and commission awaiting man with ability to take facts and figures and put them to work for him. Please include past sales record and references. Box 465A, B•T.

Opportunity-new 5 kw. Contract Manager, KCSR, Chadron, Nebraska.

Announcers

$160 a week for DJ—with flowing conversational delivery (breezy and informal)—sportscast pace. Adept at reading album liner-notes. Wanted by midwest—Great Lakes area station. If you're bright and bouyant, and use rhyming intros to records, write Box 692G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

New Montana station will have openings August 15th for two staff announcers. Starting salary $80.00 to $85.00 per week depending on experience. Also desire an announcer holding first class ticket, no maintenance or construction experience necessary. Box 344A, B•T.

Approximately September first. Staff announcer who can also direct public service programming. Minimum 2 years experience. Group-owned station, New York State. All benefits. Send tape. Box 345A, B•T.

Good or potentially good announcer with 1st class license. **Excellent** salary. Rapid advancement if you can qualify as **chief engineer** for regional midwest independent. Send tapes, photo and references. Box 390A, B•T.

Announcer, regular staff and assistance to manager on sales and copy. Single station market Rocky Mountains. Box 405A, B•T.

Morning disc jockey for Penna. independent, at least 3 years experience, must be good ad-libber. Box 424A, B•T.

Announcer, experienced, with restricted license; West Virginia 250-watt station. Ability to attract and hold listeners. Box 425A, B•T.

Announcer with minimum experience for 250 watt network small market station in southeast. Send tape and resume in first reply. Box 426A, B•T.

Announcer-copywriter, mature voice, minimum two years experience network affiliate. $75 start. Periodic raises, retirement plan, benefits. Send tape, letter. Box 471A, B•T.

Combination announcer-engineer with first class ticket needed immediately. Good pay. Excellent working conditions. State all information in first letter to Les Ryder, KCIL, Houma, Louisiana.

Opportunity-new 5 kw. Contact Manager, KCSR, Chadron, Nebraska.

Staff announcer. Must have good voice and solid experience. Top Montana station. Forty hours. Profit sharing, two weeks' vacation, excellent salary. Contact Assistant Manager, KFBB, Great Falls, Montana.

Sports director-salesman. Emphasis on sales. Salary plus commission. Send details to KFRD, Rosenberg, Texas.

California kilowatt affiliate expanding. Need top-flight all-around announcers with or without 1st phone. Versatility and experience essential. Must handle news, personality disc shows, "good" music and have business-like approach to job. Salary in excess of $100 per week. Send tape, photo, full particulars to Operations Manager, KGMS, Hotel Senator, Sacramento, Calif.

Experienced announcer wanted at new 500 watt **daytime independent. Single man preferred. Salary open. Send complete resume, salary requirements, tape and recent photo. We are located in heart of hunting and fishing territory. Congenial announcer please apply immediately. Si Willing, Manager, Radio KMAR, Winnsboro, Louisiana.**

Need immediately, ambitious announcer, preferably first ticket. Above average pay. World's best fishing, hunting, living conditions. Paying commission on sales. Rush air mail tape, snapshots KPRK, Livingston, Montana.

Experienced announcer: Man who can read copy, news, and handle top record show in competitive two station market. Operate console. No beginners or drifters. Voice quality must be good. Send tape and photo. Personal interview required later. Contact KSIS, Sedalia, Missouri.

Wonderful opportunity for announcers with fundamental broadcasting experience. Good working conditions, chance for advancement. Send tape, photo and resume to Radio Station WARK-CBS, Hagerstown, Maryland.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening staff announcer. Send tape and resume first letter. WASA, Havre de Grace, Md.

Experienced staff announcer-control room operator. Emphasis on announcing. Must be reliable, have good voice, pleasant personality. Rush resume with references plus tape and photo to WIBX Radio, Utica, New York.

Wanted, combo man with first phone. 1000 watt midwest independent. Night shift. Good pay and working conditions. Contact Elzer Marx, Manager, WITY, Danville, Ill. Phone 1312.

Wanted, experienced play-by-play sportsman for basketball and football by CBS radio station located in middle sized midwest. Market duties also cover nightly sportscast. Radio and tv sales experience desirable but not necessary. Rush tape, audition play-by-play, photo and resume to Merritt Milligan, WTAD-KHQA-TV, Quincy, Illinois.

WTIM needs good announcer for music and news. $80.00 per 48 hour week, two weeks paid vacation per year. New equipment and modern studios. Send tape and resume to Roger Moyer, WTIM, Taylorville, Illinois. No phone calls.

And there you are. And here we are. Number one in all 4 of our markets, Kansas City, Minneapolis, New Orleans and Miami, more yet to come. Looking for bright sounding josh diskies like you just can't hardly find no more. Top pay, unlimited opportunities with America's most successful radio group. Send tape and resume to Bill Stewart—The Storz Stations, 820 Kilpatrick Building, Omaha, Nebraska.

Technical

Are you an energetic engineer who has no chance for advancement in your present job, then we're looking for you. We are a two-station chain with the third station permit expected shortly. We need a chief engineer, a man capable of maintenance repair, and purchase of technical equipment. The man we hire will have a chance at the construction of our proposed third station. If you're a young married man who desires to assume a permanent and responsible position with an expanding firm, send all information to Box 158A, B•T.

Capable chief engineer 5000 watt radio NBC affiliate, tv contemplator. Starting salary $80.00 weekly. Box 366A, B•T.

Engineer-ability to construct small am station. Nothing definite but let's swap notes. Box 408A, B•T.

Engineer-announcer with first ticket. Reasonable experience. Box 485, Aberdeen, Maryland.

Opportunity-new 5 kw. Contact Manager, KCSR, Chadron, Nebraska.

Chief engineer needed by northern California kilowatt affiliate. Experience with directionals, new construction. Fm and studio/transmitter maintenance necessary. All new RCA equipment. Metropolitan area. Salary in excess of $7000 per year. Contract Operations Manager, KGMS, Hotel Senator, Sacramento, Calif.

Wanted—Engineer with 1st class license, combo man who can either write copy, sell or announce. Top salary commensurate with ability. WBRV, Boonville, N. Y. Phone 11.

Engineer for small market 5,000 watt am station whose good with his hands as well as his head. Experience desirable but not essential. If you like challenging, creative broadcast work, contact Chief Engineer, WCOJ, Coatesville, Penna.

Engineer with first class license and car for transmitter position. WIRL, Peoria, Illinois.

RADIO

Help Wanted—(Cont'd)

Technical

Combo man wanted with first phone license by this financially sound newspaper owned am and fm station. Experience desirable but not necessary. If you are reliable and can fit in with congenial staff, call collect. Fred Gresso, WRSW, Warsaw, Indiana.

Two transmitter engineers with first class tickets. $1.60 per hour, two weeks vacation, no announcing, no maintenance. Please call or write James Hilderbrand, WTIM, Taylorville, Illinois.

Programming-Production, Others

Well established radio-tv operation has immediate need for an experienced radio-tv news director to assume complete charge of department. Must be able to handle on air assignments in both media. Rush complete information, picture and starting salary requirement. Box 395A, B•T.

Wanted, gal Friday. Typing, shorthand, bookkeeping, copywriting helpful. Top job. High salary. Good future. Outstanding midwest station. Send all info immediately. Box 413A, B•T.

Sports director needed immediately for one of central U. S. finest radio-tv operations. Unlimited opportunities. Send complete info to Box 436A, B•T.

Wanted experienced newsman for middle Georgia radio station in the process of inaugurating mobile news service. Send details to Box 448A, B•T.

Secretary—Exceptional opening as secretary to manager of big expanding power station in Great Lakes area. Real career opportunity for young woman familiar with various phases of station operation (preferably independent); excellent starting salary and rapid advancement if you are capable and energetic. Full details first letter. Box 455A, B•T.

Opportunity-new 5 kw. Contact Manager, KCSR, Chadron, Nebraska.

Looking ahead? So are we, to the day when a creative, energetic man or young woman with salable ideas takes over the production and control of our strong commercial radio station in a booming industrial and vacation area of 250,000. Michigan or Ontario go-getters write: Manager, WKBZ, Muskegon, Michigan.

RADIO

Situations Wanted

Management

Manager. Competent, confident, cheerful, congenial: successful, employed, ambitious. Top references: past, present employers. Nine years experience. Now with metropolitan independent. Box 349A, B•T.

Commercial manager in medium market desires midwest position immediately. Seven years experience-sales-announcing-production. Married, family, best references. Box 355A, B•T.

General manager, metropolitan fulltime independent. 10 years GM experience. Box 440A, B•T.

Manager, seeks change because of climate. Strong on sales, programming, administration. Box 452A, B•T.

I've resigned, but the boss won't accept my resignation. However, I'm determined to find managerial position with station that needs ideas, organization, administration. Have worked my way up thru copy, traffic, production, programming, sales and station promotion to present position of west coast sales manager medium market network station. Actually performing assistant manager duties supervising all phases. Have doubled local sales; helped bring station from bottom of rating ladder to 2nd. Young (31) with enthusiasm, energy, know-how. Single to devote fulltime to job. Ready to prove my 8 years radio-tv-agency experience on profit-sharing basis. Prefer western mountain country. Write Box 457A, B•T.

Managers-grab-save. Western states. 90-day leave starting August. Do work of 3 men—R&B, C&W, dj, news-sports. Age 31, married. Personal interviews only. In your territory August, September, #3 figured salary parties, with investment opportunities. Contact Ward Goodrich (Ned Needham) WMOP, Ocala, Florida. After August 3rd, Rte. 1, Box 401, Danville, Indiana. Chamness Residence.

Sales

For sale: 15 years of tough, wonderful years learning radio and tv trade, including copy, sales and management level in leading markets in Ohio and Wisconsin. No wonder boy, but plenty of savvy, with emphasis on salesmanship. Willing to submit to Wallace-type interview. If interested, write to Box 373A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Personality dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 261A, B•T.

Girl personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 262A, B•T.

Dj, beginner. Capable, eager to please. Salary second to opportunity. Grad N.Y. radio school. Tape and resume immediate on request. Box 263A, B•T.

Experienced first class announcer—first phone seeking San Francisco—Bay or Peninsula area, top pay position. Tape will convince. Box 274A, B•T.

Country-western dj-announcer. Guitar. Third. Thoroughly experienced. Permanent. Box 378A, B•T.

Two years experience music, news and sports. Graduate of two year radio and tv school. Working summer replacement ½ million market in New England. Family man, desire fulltime position, will travel. Available September first. Box 401A, B•T.

Early morning, versatile, ad libs, anything goes, bright music, no r & r, five years experience, sales, news, veteran, married, third phone, can enlarge your morning audience, want to advance now. Box 402A, B•T.

TV newscaster-announcer. Seeks position with top-notch radio or news operation. Presently employed by leading midwest tv station. Box 403A, B•T.

Announcer, 9 years radio—1 year tv (booth & on camera.) Familiar all phases of on-the-air work except play-by-play sports. Strong on commercials-news. Authoritative, honest, reliable. Presently employed in northwest with leading outlet in area. Desire relocation southeast, with large quality operation. (However, all attractive offers considered.) Salary object. Box 404A, B•T.

Announcer-dj, two years experience in small station. DMS radio school graduate. First phone, no maintenance. Copywriting experience. Specialty personality dj. Any style music. Versatile—want to learn. Handicapped. Prefer mid or southwest. Box 410A, B•T.

Announcer - salesman, 15 years experience. Do play-by-play, country-western. Experienced management, want permanent position. Management considered in the south. Employer knows of this ad. Box 411A, B•T.

DJ with six months experience, operate own board, twenty years sales experience, Florida or warm climate. Box 412A, B•T.

Young man with first phone desires job as combo man, emphasis on announcing. No previous experience, but willing to learn. Box 414A, B•T.

If you are planning tv or are affiliated, give me a listen. Experienced, 28, college degree. Box 417A, B•T.

Just out of dj school. No experience. Married, 49 years old. Tape and photo available. Box 419A, B•T.

Newsman. Radio and television. 15 years experience including network and nation's capitol. Major market. Box 420A, B•T.

Professional broadcaster. What a combination! Dj, first phone, recordist, musician, arranger, writer, production. Ten years in radio and showbiz in east. Box 421A, B•T.

High type network voice, 6 years experience, ABC, Mutual, independents. Michigan or midwest preferred. Box 422A, B•T.

Attactive, superbly trained all phases, excellent negro girl dj available immediately. Dependable. Anything to please. Travel anywhere. Box 427A, B•T.

Former McLendon deejay, young (21), enthusiastic for music-news, seeks programming position in medium or large market, established or newly independent station. Box 431A, B•T.

Announcer, 2 years staff experience. Car, will travel. Third class ticket. Box 433A, B•T.

Fully pro mikeman adaptable to any surroundings. Trims sails (sales) to the wind. Box 434A, B•T.

Two for one. Sales proven original production commercials with sponsor-audience wise seasoned mike-master. Box 435A, B•T.

Let tape talk. Fit any operation, radio, tv. 16 years experience. 35 years old, married. Presently working. Available on two weeks notice. Box 443A, B•T.

ANNOUNCERS

Radio stations throughout the country are rapidly converting to "combo operation". Keep pace with the trend—protect your security—get your first class F.C.C. license without delay. Put yourself on the preferred list for better, higher-paid positions. A first class F.C.C. license gives you the advantage over otherwise equally qualified applicants. We have trained thousands and can prepare you, too, for a first class F.C.C. license in a minimum of time. Our 32 page booklet, Opportunities in Electronics, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

FCC-Type Exams
FCC-type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

MAIL COUPON TO SCHOOL NEAREST YOU

GRANTHAM SCHOOLS, Dept. 12-R

821 19th St., N.W., Washington 6, D. C. OR 1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

I am interested in: ☐ Home Study ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Announcers

Staff/sports announcer. Six years experience in all phases of broadcasting, play-by-play all sports. Desirous of permanent position with progressive outlet. Box 445A, B•T.

Opportunity, presently employed, top dj, metropolitan experience, quality voice, age 30, college, veteran, family, 8 years both radio and tv. Consider all replies. Box 449A, B•T.

Wanna make money? Let Pulse-proven dj, with Storz-Noemac excitement know-how, help you become "Number One." Aggressive salesman. Family man, desires permanency. Box 451A, B•T.

Disc jockey: 3 years experience. College, single. Desire N. J., Conn., Pa., other replies considered. Box 454A, B•T.

Need announcer for afternoon-evening-night. Month's experience, good reference, conscientious, will travel. Box 458A, B•T.

Reliable - experienced - staff announcer. Seeking position in larger market. Strong on news-commercials and all types of dj work. Single, vet. Will travel. Box 459A, B•T.

Announcer-engineer. First phone. One year experience. College degree: Music (voice-piano). Clean-cut. Good voice. Box 470A, B•T.

DJ, 2 years experience, married, working on first. (Need job now). Box 472A, B•T.

Experienced announcer and copywriter desires summer full or parttime near D. C. Oliver 2-0380.

Experienced announcer. Prefer midwest. Good dj, sports, commercials, news. Single, reliable. Tape on request. Don Baskin, 5000 East End, Chicago.

Speech Degree, radio and tv announcer. Strong news and commercials. Age 28, married. Bill Brown, 3049 S. Harding Avenue, Chicago 23, Illinois. Cliffside 4-1223.

Experienced announcer. Excellent reference. Upper midwest preferred. David Copeland, 304 Eighth Street, Silvis, Illinois.

Announcer, control board, staff personality, news, commercials, platter specialties, one year experience, hard worker, single, travel, tape, references. Reno Martin, 111 Orchard St., Mount Vernon, N. Y.

Technical

Engineer, no announcer. Experience in construction remote control units, maintenance two and half years. Chief engineer. Now in TV. Want to go back to my true love radio. Desire job as chief engineer in Miss., La., or east Texas. Box 270A, B•T.

Eighteen years am-fm including directional antennas. Experienced chief. $8,000 minimum plus moving. Box 406A, B•T.

First class ticket young man desires start as combo man. Prefer small western town. Good voice. Box 415A, B•T.

Woman with first telephone license, two years transmitter and studio experience, typing and accounting. Box 423A, B•T.

Engineer, 1st phone, ham college degree. 2 years am experience, single, don't drink. Prefer Florida, consider anywhere. Available in August. Box 450A, B•T.

Engineer, first phone, experience in radio, transmitter and studio; instructor and ham; 29; married; seeking position at television transmitter or studio anywhere; salary and hours of secondary importance. Philip Koch, 3534 Connecticut St., St. Louis 18, Mo.

Programming-Production, Others

Newsman wants permanent position. Parttime experience with 50 kw metropolitan clear, while finishing school Master's and Bachelor's NU's Medill School of Journalism, radio-tv news major. Box 129A, B•T.

Copywriter extra-strong on radio, 10 years experience, also strong all media publicity. Acquainted tv copy and new layouts. For samples and references write Box 442A, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Newsman. Prefer major market, but will consider any money making potential in any news-making market. Box 453A, B•T.

Program director-announcer. Man who can sell you and your clients! PD with WRDB, Reedsburg, Wisconsin. News director with WTTN, Watertown, Wis. 32, college, single, seven years with the mike. One year with WJLK, Asbury Park, N. J. Contact Roger Magee, 1317 Stewart Ave., Wanamassa, N. J. PRospect 5-5345.

TELEVISION

Help Wanted

Management

Assistant manager for uhf station in midwest medium market. Must have five thousand dollars to invest. Box 467A, B•T.

Traffic manager opening. Young woman to take charge traffic department. This NBC affiliate. Experience in radio or tv traffic necessary. Please call or wire collect Office Manager, WTVO, Rockford, Illinois.

Sales

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Please enclose recent snapshot. Box 755G, B•T.

From radio to tv. Midwest medium market NBC tv station has opening for successful radio salesman now employed in midwest radio to join expanding tv sales department. Excellent opportunity. Guarantee plus commission. Box 372A, B•T.

Michigan regional vhf with strong net affiliations, desires man with local tv radio or space background as sales representative, serving several medium sized communities. Will live in his sales area and participate actively in 1st affairs. Send full details to Box 456A, B•T.

Technical

Transmitter engineer for vhf station in metropolitan midwest city. One of nation's top stations. Salary, vacations, other benefits above average. Our standards are high, and yours must be likewise. Radiotelephone first license required. State experience, education, and provide a recent snapshot. Box 384A, B•T.

Studio engineer for vhf station in large midwest city. Finest equipment to operate, good salary and other benefits. This is the leading station in the area, and requires grade A men to operate it. Supply resume of experience, education, and a photo. Reply Box 441A, B•T.

TV transmitter engineers for recently licensed Indianapolis television station. Transmitter building now under construction. Write today for application to WLWI, 714 Merchants Bank Building, Indianapolis 4.

Programming-Production, Others

Wanted: Male with B.A. or B.S. Degree with training and experience in audio-visual aids—needs experience in shooting and editing single or double system 16mm sound film—Knowledge of electronics and servicing helpful. Race is not a factor. Box 389A, B•T.

Copywriter. Man or woman. Experienced. To write tv copy. Good salary, working conditions, and profit sharing plan. Send all information to Assistant Manager, KFBB, Great Falls, Mont.

California television station needs executive secretary for program department. KSBW-TV needs a capable executive secretary with knowledge of television program department functions. Should have knowledge of network traffic, continuity, production. Detail minded, good administrator. Shorthand helpful but not necessary. Address all replies, with complete details of experience and references to Gary Ferlisi, Program Director, KSBW-TV, P. O. Box 1651, Salinas, California.

TWO MONOPOLY STATIONS NOW AVAILABLE IF YOU HURRY—

Station 1—500 w daytime independent in Indiana county seat city of 20,000. Serves growing industrial-agricultural market.

Asking $100,000 with $30,000 down. Long lease available on well equipped air conditioned studio building. Operating profit last year approximately $21,000.

Station 2—250 w daytime independent in central Iowa county seat city of 8,000.

Asking $75,000 with terms, and grossing at a rate near that figure. Excellent studio and equipment on land leased with option to buy.

For further details, write or call our Chicago or Washington offices.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON
1625 Eye Street, N.W. National 8-1990

NEW YORK
60 East 42nd Street Murray Hill 7-4242

CHICAGO
35 East Wacker Drive Randolph 6-6760

TELEVISION

Situations Wanted

Management

Operations manager. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 350A, B•T.

Sales

Successful mature salesman; radio and tv, experienced in market-consumer research, promotion and closing sales. 35, veteran, married, 2 children. Prefer midwest or Florida for family reasons. Box 322A, B•T.

Announcers

TV newscaster-announcer. Seeks position with top-notch radio or news operation. Presently employed by leading midwest tv station. Box 403A, B•T.

Radio-television, 3½ years. Limited on-camera experience. Single, 28, college degree. Midwest. Box 416A, B•T.

Competent announcer for hire. Box 428A, B•T.

Will announce and direct for you if future leads to administration. Box 429A, B•T.

Technical

Twenty years am-fm-tv including color. Chief, supervisory experience. Reliable family man. Box 407A, B•T.

Programming-Production, Others

Experienced tv promotion manager. VHF network big market station. All phases promotion, publicity, merchandising. For complete resume, samples and references, please write Box 324A, B•T.

Program director. Nine years radio-tv experience, including new station Sign On. Excellent references. Employed. Box 351A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Continuity director. Radio-tv experience: department head, metropolitan stations. College graduate. Versatile man, early thirties. Know copy, promotion, production, art, etc. Seeking top position, top salary, top station. Now employed. Box 352A, B•T.

Programming and production (live and film) management, 9 years tv, primary and secondary markets. Wish to relocate. Box 382A, B•T.

Top references, five years experience station and agency. Qualified for program director, production manager, producer, director. Box 432A, B•T.

Capable director. Presently employed. Thoroughly experienced. Versatile, imaginative. Best references. Box 439A, B•T.

Writer-announcer-director, with top midwest radio-tv station, wants Florida location, radio or tv. 10 years experience. Mature, responsible family man. Box 447A, B•T.

Producer-writer: Seek progressive metropolitan station. 5 years experience. Desire personal interview. Details on request. Box 460A, B•T.

TV school grad, wants position as assistant art director or prop man. Prefer Pacific northwest. Box 469A, B•T.

FOR SALE

Stations

$80,000 will give you 60% of good income tv/radio operation, vhf, southwest, major network, $50,000 cash, balance on good terms. Please identify yourself fully. Box 299A, B•T.

Texas 1,000 watt daytime. Medium size market. Excellent potential. $75,000 with good terms. Box 430A, B•T.

FOR SALE—(Cont'd)

Stations

UHF station for lease in small midwest market. Approximately $9000 yearly. Excellent opportunity for film company to experiment with independent programming. Box 468A, B•T.

Massachusetts $75,000; Illinois $100,000; Michigan $55,000; Texas $40,000; North Carolina $45,000; Michigan $70,000; Florida $350,000; West Virginia $68,000; Illinois $135,000; Rhode Island $125,000; Vermont $85,000; New York $750,000; West Virginia $60,000; Vermont $40,000; Maine $125,000; Pennsylvania $78,000; South Carolina $110,000; New Jersey $150,000; Kentucky $125,000; Pennsylvania $150,000; South Carolina $85,000; New Hampshire $150,000. Please write Haskell Bloomberg, Broker, Lowell, Massachusetts.

Market with growth riding atomic age and future. Regional station. $87,500 full price. Liberal terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Southern major market network station. Operating at a profit. Responsible purchasers may buy, $50,000 down and $25,000 per year, 5 years plus interest. Details in confidence. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Wanted lease of am property with option or low priced buy. 25 years of broadcast experience prefers Florida, but will consider good offer. Box 330A, B•T.

Model 150 Wincharger 150 ft. guyed tower. $750. P. O. Box 608, West Sacramento, California.

Complete RCA Vidicon film chain type TK-21A and dual-disc slide projector type TP-3C like new. Price 75% of cost or will consider best offer. Vidicon available immediately, slide projector by July 15th. Equipment being replaced by 3-V color system. Write T. Frank Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

For sale—regulated power supplies, available about August 1st: 17 RCA WP33B and 9 Dumont 5019A (modified to WP33B specs) at $290 each. 8 RCA 580D at $140 each. All in excellent electrical and mechanical condition. H. A. Bondy, WAGA-TV, Atlanta, Ga.

For sale—RCA-UHF type TTU1B—1 kw. 23 channel transmitter. Filterplexer to match. Good condition. WMSL-TV, Decatur, Alabama.

WANTED TO BUY

Stations

Wanted to buy 3 kw or 10 kw fm transmitter. Also want fm monitor, other fm accessories. Reply Box 220A, B•T.

Principal with radio, tv and promotional sales background interested in buying for cash or terms, plus outstanding services. Confidential. Highest references, capabilities and financial standing. Box 341A, B•T.

Problem station, west, southwest, midwest wanted by experienced broadcaster. Private. Confidential. Box 8545, Chicago.

Stations wanted. Private, independent service. Ralph Erwin, Broker. 1443 South Trenton. Tulsa, Oklahoma.

Fifteen successful years in broadcasting field, operator-investor looking for $75,000 to $150M gross or higher. New England or east. Or part ownership of still larger set-up. May Brothers, Brokers, Binghamton, N. Y.

Equipment

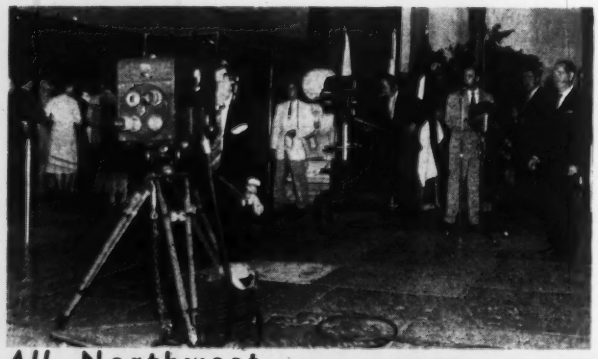
Wanted: 10 kw high level modulated transmitter, not over 10 years old. State condition and price. Box 347A, B•T.

Need Dumont camera cables, A, B, or connectors. Quote price. KOLN-TV, Lincoln, Nebraska.

Miscellaneous

Danny Sheelds. Trying locate you. Anyone knowing whereabouts, write Box 475A, B•T.

EXAMPLE——PRACTICAL TV TRAINING



This is a typical example of the practicality of ALL Northwest training. These students are actually doing a live remote from a recent movie premiere.

All Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For *top* TV people call John Birrel.

NORTHWEST
Television - Radio Division
SCHOOLS
HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . . .
540 N. Michigan Avenue
DE 7-4504

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. First Class Phone License preparation, concentrated speed tutoring, no correspondence; beginners included. Monty Koffer, 743 Hendrix Street, Brooklyn 7, New York.

RADIO

Help Wanted

HELP WANTED: BROKER

Leading business brokerage house specializing in media needs top negotiator preferably with full knowledge of radio and television station operation. We are seeking conservative, industrious, sober-minded man who wants a rewarding, long-pull career—not a "fast sell" artist. Starting salary in five figures plus commission.

Send full particulars to

BOX 398A, B.T.

Sales

Need two aggressive Radio and/or TV Salesmen. Chance to affiliate with one of the nation's leading radio stations and TV affiliate, with excellent chance for advancement. State minimum salary, references, experience.

Box 473A, B•T

Announcer

$150 WEEKLY

Minimum Guarantee

for announcer-salesman; 5 KW regional; attractive Middle Atlantic states community; moderate living costs; seeking maturity and industry in individual who can be groomed for managerial responsibilities; facility owned by growing multi-station company.

Send full particulars to
Box 437A, B•T.
All replies Confidential

ANNOUNCER

Native southerner with first phone and ability to fit into finest and most congenial staff in the Central Carolinas. First personnel change in two years. Tape, resume, and references to Neil Terrell, WBSC, Bennettsville, South Carolina.

RADIO

Situations Wanted

Management

To Top Management
TV Radio Stations

I have a record of success in both radio and television management you should know about:

- *If you are in the top 75 markets.*
- *If you have a need for management/sales administration.*
- *If you are willing to start talking at $20,000.*

We both will be better off from our meeting. Still years under 40 . . . a vice president and general manager and have reason for wanting a bigger market.

Box 474A, B•T

Sales

NEW ERA FOR FM

Time salesman for new FM Station, two channel multiplex, metropolitan area. Sell station time and multiplex services. Salary and commission.

BOX 464A, B•T

Programming-Production, Others

One of Nation's top radio program men available July 15. Station group, agency, network.

Box 466A, B•T

Employment Service

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 Fourteenth Street, N. W.
WASHINGTON 5, D. C.

TELEVISION

Help Wanted

IMMEDIATE OPENINGS
WAVY-TV
CHANNEL 10
TIDEWATER, VIRGINIA

HAS NEED OF STAFF IN THE FOLLOWING CATEGORIES:

SALES
TRANSMITTER AND STUDIO ENGINEERS
ANNOUNCER-DIRECTORS
TRAFFIC
CONTINUITY
FILM EDITORS AND PHOTO LAB

THIS IS THE 27th LARGEST MARKET IN THE UNITED STATES. ITS LOCATION ON WORLD'S GREATEST HARBOR MAKES FOR INTERESTING LIVING. REPLY STATING SALARY AND REFERENCES TO WAVY, 709 BOUSH STREET, NORFOLK, VIRGINIA.

Sales

OPPORTUNITY
UNLIMITED
for TV Salesman

with successful Sales Record who can "Hit The Ball" 8 hours a day. Outstandingly successful VHF Station in Single Station Market has immediate opening for a "Real Producer". Earning potential unlimited. Give previous TV Sales Experience, billing and complete personal information in first letter and send picture.

Box 438A, B•T

California Television Station
NEEDS EXECUTIVE SECRETARY
FOR PROGRAM DEPARTMENT

KSBW-TV needs a capable executive secretary with knowledge of television program department functions. Should have knowledge of network traffic, continuity, production. Detail minded, good administrator. Shorthand helpful but not necessary. Address all replies, with complete details of experience and references to Gary Ferlisi, Program Director,

KSBW-TV
P. O. Box 1651 Salinas, California

We'll soon need:

3 Deejays **2 Newsmen**

1 Continuity Writer

Expanding Northeastern (and midwestern) major-market multi-station group. If you're a pro who can do a job in highly competitive markets, you'll like our organization. Salaries open—and good! Tell all first letter. Tapes returned after careful audition. All replies confidential and staff knows of this ad.

Box 850G, B•T

FOR SALE

Stations

Monopoly market making money. $60,000 total price.

PAUL H. CHAPMAN COMPANY
Station Brokers
84 Peachtree • Atlanta

Equipment

800-Foot Tower Available Shortly

Stainless—40 LB.
Also GE TY25A—Antenna
CONTACT R. M. PIERCE
WANE-TV—FORT WAYNE, IND.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Stations

I WANT

A Radio Station in a large metropolitan market. Substantial cash available for right property. High net not prime consideration, but price tag should make business sense. Replies from principals only considered. Strict confidence respected. No brokers please. Box 316A, B•T.

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

ANNOUNCEMENT

GTC ACTS AS

LOCAL SALES REPRESENTATIVES
ORIGINATES NEW ACCOUNTS
INCREASES CASH RECEIVABLES

PURCHASES STATIONS FOR THEIR OWN ACCOUNT
ARRANGES MERGERS
LONG TERM FINANCING

GAY THEATRE CO., 400 QUINCY STREET
FAIRMONT, W. VA., Telephone 8000

FOR SALE

1 only TOWER IDECO, 576 feet, 40# wind loading, guyed and insulated TV tower. This tower was installed in August 1954. It has supported an RCA TF-12BH antenna during this time. All guy lines are broken up with Lapp insulators for ⅛ wave at 950 kc. Tower includes Crouse-Hinds type A-4 tower lighting system. All conduit for wiring. Also has conduit and wiring for 3 phase antenna de-icer circuit. Galvanized throughout. Tower is constructed in 20 foot welded sections each 5½ feet across face. Has inside climbing ladder and brackets for hanging two 3⅛" copper coaxial lines. All are in good shape and to re-erect would require only new anchors and a modification of the lowest part of each guy line. All guy lines are of pre-stressed construction, made of Bethlehem Steel Bridge strand. Tower must be taken down by August 1, 1957. Original cost of tower alone $42,300.00.

Price of tower if taken down by buyer—$8,250.00
Price of tower if taken down by owner—$16,500.00

Address all inquiries to Technical Director, WCHS-TV, 1111 Virginia Street, East, Charleston, West Virginia.

INTERNATIONAL

Tv Set Production Drops In Canada; Radio Sets Up

TELEVISION set production continues to drop in Canada while radio receiver production is increasing, according to the report for the first four months of 1957 by the Radio-Electronics-Tv Mfrs. Assn. of Canada. Tv receiver factory production in the January-April period totaled 117,654 sets compared with 208,193 sets in the 1956 period. Tv receiver sales in the first four months of 1957 totaled 130,571 sets, of which 47,887 sets were sold in Ontario province, 34,427 in Quebec, 35,443 in the four western Canadian provinces, and 12,814 in the four Atlantic provinces.

Radio receiver factory production totaled 215,632 units compared with 209,768 units in the first four months of last year. Radio sets sold in the period totaled 164,620 units, with 74,774 sold in Ontario, 37,181 in Quebec, 44,089 in the four western provinces, and 8,576 in the four Atlantic provinces.

GM of C, CBC Negotiating

GENERAL MOTORS of Canada, Oshawa, Ont., and CBC are negotiating for what promises to be the most expensive television program series in Canadian history. General Motors plans to start this fall sponsorship of weekly one-hour live Canadian dramas on English-language tv stations and a live variety show from Montreal weekly on the French-language tv network. General Motors dropped sponsorship of the hour-long dramas this past season. MacLaren Adv. Co., Toronto, is GM of C agency.

Tv Is Spoiled, Says Hurly

ADVERTISING should not "be the crutch upon which a vast segment of the world of entertainment, culture and enlightenment . . . lean," C. O. Hurly, vice president in charge of sales of Chrysler Corp. of Canada Ltd., stated at the annual meeting of the Canadian Federation of Advertising and Sales Clubs at Minaki, Ont., last month. He said that "the great home world of entertainment" (television), which started a few years ago as a humble servant of advertising, now seems to be calling the tune. "In our eagerness to use him and his abundant talents, we as advertisers and advertising people have babied, humored and spoiled him to the extent that he has become, in some respects, a monster," Mr. Hurly said.

CJRH Begins Near Toronto

CJRH Richmond Hill, Ont., started operations dawn to dusk with 500 w on 1300 kc July 1 in Toronto's northern suburban area. John Graham is president-general manager, and John Tyrell, formerly of CKFH Toronto, Ont., program director. Radio Representatives Ltd., Toronto, handles sales.

Work Starts on Canadian Link

PRELIMINARY work has started on a new 225-mile microwave line between Toronto, Ont., and Windsor, Ont. (opposite Detroit), by Bell Telephone of Canada Ltd. The link is scheduled to begin operating early in 1959. Seven relay sites are planned on the route.

Tregale Honored on Retirement

JOHN TREGALE, radio division manager of All-Canada Radio Facilities Ltd., Toronto, Ont., was tendered a luncheon on July 4 by members of the radio station representation firms in Toronto, on his retirement after 24 years in the representation business. He was presented a purse of 165 silver dollars. When Mr. Tregale started in the representation business there was but one firm in the field. Now there are 11 station representation firms in Toronto. He joined All-Canada Radio Facilities in 1922 after heading Dawson Richardson station representation firm at Winnipeg for two years. He will retire to live in Victoria, B. C.

Brussels Exhibition to be Held

THE Postal and Telecommunications Group of the Brussels Universal and International Exhibition has announced that an international conference on Solid State Phenomena in Electronics and Telecommunications will be held at the U. of Brussels June 2-7, 1958. The Universal and International Exhibition, in which 51 nations are represented, will be held in Brussels from April through October 1958, and will provide "a focus for international scientific activity during that period." Invitations have been sent to a number of outstanding scientists and engineers, and the governments of several countries participating in the exhibition have agreed to send official delegations. Complete information on the conference can be obtained by writing the General Secretary, Societe Belge de Physique, Loveral, Belgium.

CBC to Rerun Some Radio Programs

BECAUSE MANY listeners miss top evening radio network programs in Canada when they are looking at competing television programs, CBC has started rebroadcasting top evening network shows on the daytime hours of the Trans-Canada network. CBC officials say this is strengthening daytime radio programming and giving more Canadian listeners a chance to hear Canadian talent programs which are aired in evening hours, mainly for areas which have no television. Radio network shows being rebroadcast on the daytime network include musical as well as commentary, travel, story and variety programs.

Survey Shows Rating Demand

CANADIAN advertisers and agencies are prepared to pay more money to receive more reliable radio and television audience information, according to preliminary reports coming into the Canadian Advertising Research Foundation, Toronto, from some 800 advertisers, advertising agencies, radio and television stations now being surveyed. Robin Merry, Lever Bros. Ltd., Toronto, chairman of the CARF broadcast audience measurement committee, stated that response to the 10-page questionnaire has been "most encouraging."

Broadcasters to Parliament

FOUR staff members of Canadian independent broadcasting stations were elected to the Canadian Parliament in the June 10 elections. Jim McGrath, CJON St. John's, Nfld., along with Bob McCleave and Edmund Morris, CJCH Halifax, N. S., were elected as Progressive-Conservative members, while Louis H. Lewry, CHAB Moose Jaw, Sask., will represent the Co-operative Commonwealth Federation (socialist) party.

All these Notes with Warrants attached having been sold, this announcement in so far as it relates to such securities appears as a matter of record only. The offering of the Common Stock is made only by the Prospectus.

NEW ISSUES

NTA

National Telefilm Associates, Inc.

$5,000,000

6% Sinking Fund Subordinated Notes, due June 15, 1962

With Common Stock Purchase Warrants

350,000 Shares

Common Stock

Price $7.75 per share

The Prospectus may be obtained in any State in which this announcement is circulated from such of the Underwriters as may legally offer the securities in such State

Cruttenden, Podesta & Co.
Chicago

Cantor, Fitzgerald & Co., Inc.
Beverly Hills

Westheimer & Company
Cincinnati

Ira Haupt & Co.
New York

Smith Hague & Company
Detroit

July 15, 1957

PLANS SET FOR NATIONAL TV WEEK

TELEVISION stations and networks will combine with set manufacturers and the distribution industry to promote National Television Week Sept. 8-14. Two promotional campaigns are planned this year, with NARTB and Television Bureau of Advertising handling one phase, while Radio-Electronics-Tv Mfrs. Assn. and National Appliance & Radio-Tv Dealers Assn. will cooperate.

NARTB President Harold E. Fellows and TvB President Norman Cash said their promotion will be built around the theme "Television—a Member of the Family." Joseph M. Sitrick, NARTB special projects manager, is coordinating the NARTB and TvB activity.

TvB will tie its activity to expanded services to advertisers which are now underway. The services include documented capsule facts showing the dimensions and dynamics of tv as well as its ability to move goods, according to Mr. Cash. Mr. Fellows said NARTB's objective will be to unite stations and networks in an all-out effort to project the story of tv's service to the nation.

RETMA and NARDA have developed a slogan, "Be a New Tv Family," urging replacement of obsolete receivers and stressing major increases in multiple set ownership by American families.

Several related trade groups, including home furnishings, music merchant, distributor, supplier and electronic association and utility representatives, will cooperate in the manufacturer-retailer program, to be spearheaded by the National Electronic Distributors Assn., National Retail Furniture Assn. and National Assn. of Music Merchants.

This phase of National Television Week will receive heavy followup merchandising support, during the "Television Fall Festival." Daniel J. Edelman & Assoc., New York and Chicago, has been engaged to handle public relations for manufacturers and dealers during the festival and NTW observance.

The festival campaign will be implemented at national and local public relations levels, with the retailer as the key factor, according to A. W. Bernsohn, NARDA executive vice president and chairman of the manufacturing-retailing steering committee. A variety of sales promotion and public relations materials will be made available to local chairman and their committees for both projects. Dealers and their area groups will be helped in organizing for National Television Week and the festival. Some 150 cities in all 48 states will participate, he added.

Members of the manufacturing-retailing steering group, in addition to Mr. Bernsohn, are James D. Secrest, RETMA executive vice president; Julius Haber, RCA community relations director and chairman of RETMA's advertising committee; Roscoe Rau, executive vice president-secretary of the furniture association; Alex Greenberg, business-advertising manager of the same group; Virginia Pegram, managing director-secretary, Home Furnishings Industry Committee; Winston Ryan, convention-exhibit manager of the music merchants' group; Herbert D. Hedeen, NEDA executive officer; Mrs. Michelle Rodgers, NARDA executive secretary; R. Ebert, Hotpoint Co. public relations specialist; Martin Sheridan, public relations director, Admiral Corp., and Mr. Edelman.

THIS *is the pictorial slogan of NARTB and Television Bureau of Advertising for National Television Week, which is scheduled Sept. 8-14.*

KTTV (TV) Los Angeles Takes Leaf From Earlier Generation's Book

BRAVING the wrath of women's clubs, parent-teacher groups and others who concern themselves with the effects of televiewing on the nation's youth, KTTV (TV) Los Angeles is introducing "cliff hangers" into its late afternoon programming.

Release issued by the station last week reads: "Remember? Saturday afternoons, when you rushed downtown for your week's big event—the latest exciting, thrilling, chilling chapter of the movie serial? Southern California's young viewers soon will have the same advantages that you had. Starting Monday, July 8, the same adventure 'cliff hangers' that left you worrying about the hero until the next chapter will be presented on channel 11, Mondays through Fridays, 4:30-6 p.m. . . ."

One advantage today's kids have over their oldsters—in this speeded-up age—is that they only have to worry 24 hours as to whether the hero gets out of his predicament safely; the earlier generation had to wait all week.

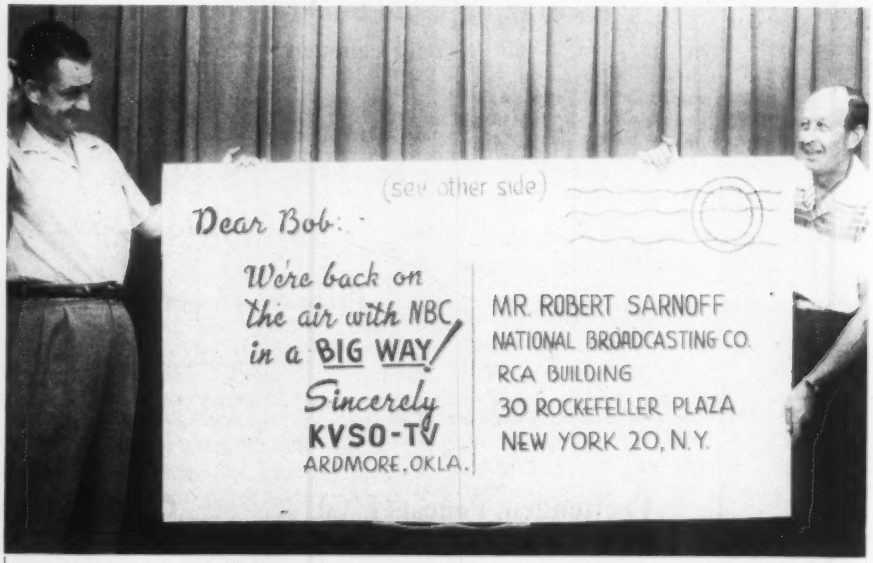
2 Games (at Least) of Series Set for Telecasts in Color

TWO or more games of the 1957 World Series will be telecast in color, Ford C. Frick, Commissioner of Baseball, announced last week. Mr. Frick said he had been advised by NBC-TV and Gillette Safety Razor Co., the sponsor, that at least all games played in the American League city will be telecast in color.

Mr. Frick noted that since the series this year will open in the American League city, at least the first two games will be colorcast. If the series extends beyond five games the additional contest also will be carried in color. Tom Gallery, NBC director of sports, said all six games of the 1955 series between the New York Yankees and the Brooklyn Dodgers, were colorcast and reported that in the event teams from the same city are contenders again this year, NBC-TV will carry all games in color.

WRCA-TV Seeks 'Miss No-Cal'

KIRSCH Beverage Co. has purchased a seven-week campaign of 210 announcements over WRCA-TV New York to promote a hunt for "Miss No-Cal" the "most sparkling girl" in the metropolitan area, beginning July 24, according to Max E. Buck, director



KVSO-TV Ardmore, Okla., has mailed a 3½-foot by 6-foot postcard to Robert Sarnoff, NBC president, advising him that the station is now back on fulltime operation. A tornado leveled its tower last April and the station was operating part-time. The reverse side of the card, which required 180 three-cent stamps to mail, contains tear sheets of newspaper ads. Above, J. Galy Varnell (l), KVSO-TV operations director, gives card to Martin Cassity, local postmaster for mailing.

"What do you want to be when you grow up, Son?"

We all assume our little boy will have a choice. Because he is the son of an American, this little fellow *will* have a choice.

Not so in most of the world, where increased population leads to increased starvation rather than a foundation for increased prosperity.

The reason for the difference is basic: Jobs are made, not born.

The creation of enough jobs for each generation (in America the record has been also *better paid* jobs) is the result of forward-looking business management. Jobs are created when capital is raised, when manufacturing facilities are expanded, and when new processes and products are developed. Management foresight contributes to continuing prosperity by the creation of additional jobs *before* the new job seekers arrive on the market.

At Republic our $150,000,000 expansion program is creating new jobs and more steel for the strength and the prosperity of the future.

REPUBLIC STEEL Cleveland 1, Ohio

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

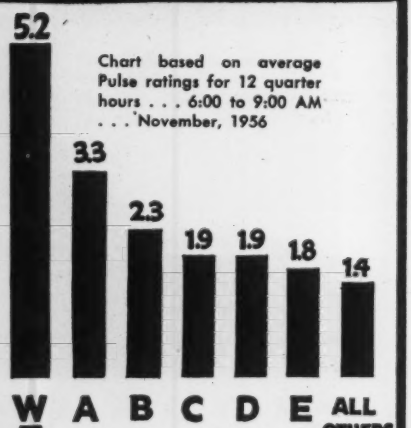


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL

The Scranton Times

SCRANTON, ... PENNA.

BMI

"The American Story"

"The American Story" is another important BMI Program Series which joins such features as the Meet the Artist, the Book Parade, Milestones and the other continuities used by hundreds of broadcasters regularly.

The staff of BMI can think of no more satisfying work, in the midst of a troubled world, than to play a part in the restatement, in words and music, of the fascinating story of our country's origin and growth.

Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "THE AMERICAN STORY."

BROADCAST MUSIC, INC.

589 FIFTH AVE., NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

SHAGGY DOG STORY

A DOGGED attempt by KTTV (TV) Los Angeles to use a live St. Bernard to deliver announcements on the debut of *Topper* as a nightly half-hour strip failed when the cold-hearted building management, insensitive to the artistry of the idea, refused to let the dog enter the elevators.

Topper concerns the adventures of a living human being and three ghosts —man, woman and dog, the dog being Neil, a "spirited" St. Bernard, to quote KTTV.

of sales and marketing for WRCA-AM-TV. The sale to Kirsch represents an unusual diversion of a station promotion into a revenue-producing event, he pointed out. WRCA-TV plans to make available to advertisers other established station promotions such as its WRCA-TV Dodger bat boy contest.

A weekly schedule of thirty 10- and 20-seconds spots will be used by Kirsch. Prizes for the winner include an RCA Victor color television receiver, a diamond wrist watch, a two-week vacation and guest appearances on various NBC-TV programs. Kirsch agency is Paris & Peart, New York.

Promotion Plugs WCKT (TV)

THE fast-growing Miami area, which is expected to double its 1950 population figure by 1960 according to NBC Spot Sales, is the subject of the fourth of a series of market data books issued by the representative firm in promotion of WCKT (TV). The study, based on the latest information issued by the Economic Society of South Florida, notes that there are now 385,000 television homes in WCKT's primary coverage area—a 39% increase since the Advertising Research Foundation census estimates of March 1956.

CBS Sets Two New Series

TWO new programs, *Stan Freberg Show* and *Sez Who!*, were scheduled to debut yesterday (Sunday) on CBS Radio. The *Stan Freberg Show*, featuring the popular recording satirist, and Billy May and his orchestra, is aired 7:30-8 p.m. and is produced by Pete Barnum. *Sez Who!*, a panel show with Henry Morgan as moderator, and Gypsy Rose Lee, Joey Adams and John Henry Faulk as panelists, is produced by Frank Cooper Assoc. and is aired 7-7:30 p.m. EDT.

ABC-TV Schedules 'Lady Luck'

ABC-TV announced that *Lady Luck*, audience and at home participation show featuring Keefe Brasselle, will debut Monday, Sept. 30 (Mon.-Fri. 4:30-5 p.m. EDT). The series, created by Walt Framer, will present contestants, chosen because of an unusual lucky event in their lives, who will compete with one another for prizes. A studio-to-home telephone contest also will enable home viewers to compete.

WTMJ-TV Publishes Results Of 16-County Trendex Survey

WTMJ-TV Milwaukee has published a 17-page, illustrated sales piece, "The Milwaukee Television Market," which profiles viewing patterns in the 16-county Milwaukee trading area. Trendex Corp. was commissioned to make the survey, believed by the station to be one of the most exhaustive such studies ever undertaken.

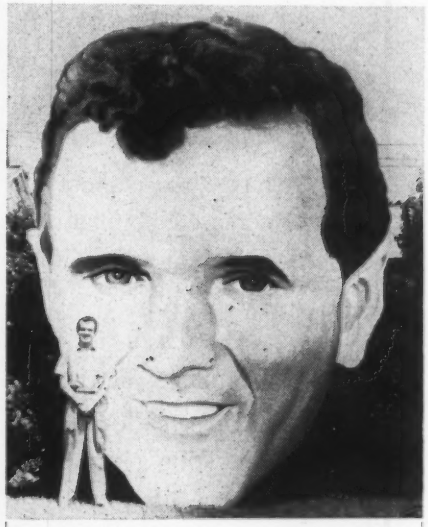
To gather data on 504,830 homes in the area (275,570 of them in Milwaukee County), Trendex made 228,000 coincidental calls. Results are printed in large type on outsize paper, with accompanying graphs and maps.

After presenting an area birds-eye-view picturing "Milwaukee—Inside and Outside" in terms of sales and viewership, the promotion piece gives "encyclopedia" treatment to individual counties, with program ratings, daytime and nighttime hourly indexes and local-national comparisons.

Results of the WTMJ-TV survey show close agreement with figures of other national research firms, the station reports. Other conclusions WTMJ-TV has drawn: that a station's rating in its home county cannot be projected to other counties in the trading area or coverage area, and that proximity of other counties to a station's home county does not necessarily have a relationship to rating (WTMJ-TV has a higher rating in Sheboygan County than in next-door Ozaukee County).

Murray to Star in New Series

JAN MURRAY, currently host of *Dollar a Second* on Saturday evenings, will star in another NBC-TV show when *Treasure Hunt* debuts Aug. 12 in the Monday through Friday 10:30-11 a.m. EDT period. Manie Sacks, vice president, television network



KNUZ Houston has arranged to put up billboards in that area which feature 16½-foot high heads of each of the station's personalities. Paul Berlin, KNUZ disc jockey, is seen above with the picture of his head to be used on one of the 45-foot billboards.

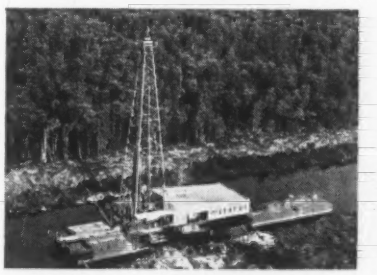
George Veazey

From Atchafalaya Swamp, more for your money at the gasoline pump

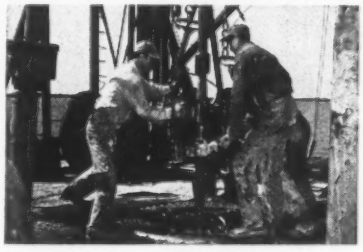
"Somebody has called this the atomic age. It's really the petroleum age.

"In 1935 America used about 300 gallons of oil products a year per person. Today it's over 800 gallons. The industry has a big job to meet this demand. But we're doing it.

"For one thing, we go farther to find oil. Atchafalaya Swamp here in Louisiana where I head Union Oil's production crew, is a good example.



"Before we start to drill we have to dredge canals to float the rig in. When we drill we often go twice as deep as we did ten years ago. And the number of dry holes is much higher now.



"When we do strike oil, we have to refine it and get it to market. Some of our oil travels thousands of miles by boat, pipeline and truck before it reaches your car as Union gasoline.

"Costs are up all along the line, but we're drilling more wells than ever. In spite of more dry holes, our production is up. And our products are better than they've ever been!"

GEORGE VEAZEY, "COMMUTING" TO HIS JOB IN THE ATCHAFALAYA SWAMP COUNTRY

The problems George Veazey discusses are very real.

Despite them, though, you never got more for your money than you do today at a Union Oil Service Station.

Today, gasoline is 15 octanes higher than it was in 1939, and you get free services with every gallon. The price, on the other hand, has increased only 65% as compared with a 100% rise in the average of all consumer prices.

We intend to continue to bring our customers the best possible products at the lowest possible price.

YOUR COMMENTS ARE INVITED. *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

programs, said Mr. Murray will quiz contestants in pairs and the highest scorer in each set of four questions will then select a number from one to 50 and a "pirate girl" will bring forward a corresponding "Treasure Chest." One of the chests will contain cash of an undisclosed amount and the other 49 miniature replicas of valuable prizes ranging from mink coats to color television sets. No sponsor was announced.

KRCA-TV Covers Consecration

A full-hour program was devoted to the consecration of the Rt. Rev. Clarence H. Bishop as Bishop of the Protestant Episcopal Church in Sacramento, Calif., by KRCA-TV Sacramento last month. Except for a brief, live introduction, the program was filmed and showed the people gathering, the procession of dignitaries into the church, the communion service, the consecration service and the actual signing of the letter of consecration. The show ended with a live interview of Bishop Dana F. Kennedy, executive secretary of the radio and tv division of the Episcopal National Council.

CKLW Marks Silver Jubilee

CKLW Windsor-Detroit, marked its silver jubilee to advertisers and advertising agency executives in Canada with a 1957 Canadian silver dollar sent in a special mailing envelope. A gift card carried the message, "For 25 years your best radio dollar buy! CKLW."

Fruit for Thought

WOL Washington has mailed a photograph of three station personalities, Milton Q. Ford, Jim Gibbons and Tom Barry, to radio advertising agencies and their employes. The three dj's are pictured with a cucumber and a watermelon, which are supposed to represent the growth of WOL in the Washington area.

Recipients are asked to guess the number of seeds in the watermelon. The prize: an all-expenses-paid week for two at Galen Hall Hotel & Country Club in Wernersville, Pa. In case of a tie, the entry with the earliest postmark will be the winner. The contest ends July 31.

WICC Issues Market Brochure

WICC Bridgeport, Conn., has issued a new 16-page market data brochure which breaks down the day and night hour by hour and shows what its audience is doing; the percentage of men, women and children listening; WICC's share of the audience, and the advertising cost per thousand homes. It also contains pictures and background of its personalities and an article entitled "The New Radio" written by Philip Merryman, president of WICC.

TAKING 'EM OUT TO THE BALL GAME — VIA KDKA

IT WASN'T too hard for KDKA Pittsburgh to decide this year on the best way to win converts for its year-old news-music-service programs concept: The 37-year-old Westinghouse Broadcasting Co. station went back to broadcasting baseball this year after 17 years off the diamond.

The reasons were more than self-evident: The National League Pirates always draw stupendous home attendance figures even though they more often than not finish in the league's second division. It was no secret in the Pittsburgh area that ratings jump during baseball broadcasts, and KDKA, and KDKA-TV, wanted this new audience.

With the Pirates' broadcasts sewed up for 1957 (KDKA carrying all games, home and away, and KDKA-TV carrying 24 weekend away games), KDKA opened up what it feels is the biggest audience promotion in the station's history. The objectives: to re-identify KDKA as the community baseball station thus corralling a new audience to be exposed to the news-music-service formula and to re-educate out-of-town listeners to tune to KDKA for Pirates games (KDKA's 50-kw clear channel signal and resulting wide coverage caused the sponsors to drop several area stations from the Pirate network).

In connection with its promotion of baseball, KDKA hired Helene Susce, daughter of former Pirate catcher George Susce and sister of George Jr., Boston Red Sox pitcher, equipped her with a white Mercury Turnpike Cruiser, plus a specially designed Pirate uniform, and sent her out to sell "good will for KDKA" and to talk baseball with the sponsors.

In addition to visiting the sponsors, Atlantic Refining Co. and Pittsburgh Brewing Co., Miss Susce makes various public appearances, attends ball games, visits newspapers and takes pictures with a Polaroid Land camera of VIPs standing by the KDKA baseball car.

The first big promotional stunt that she participated in was a Welcome Home parade for the Pirates when they had finished spring training. Attending the festivities was comic Joe E. Brown, father of Pirate General Manager Joe L. Brown. After the celebration, Joe L. Brown was signed for a half-hour show weekly in which he answers questions from listeners. Everyone sending in a letter is given a pair of reserved seat tickets to a Pirate game. Mr. Brown reportedly averages 700 letters a week.

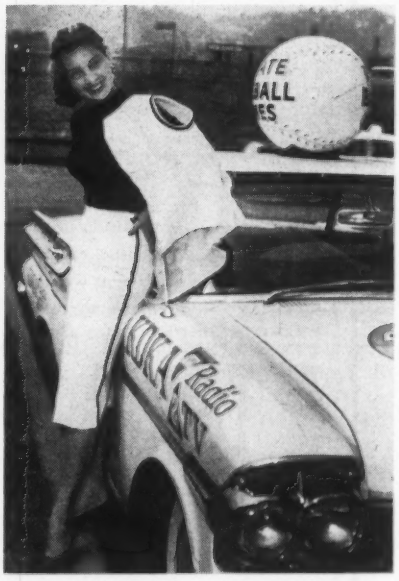
In still another promotion, KDKA is sponsoring a contest to find the best boy sportscaster in that area. The contest, which will run until July 22, is called the "Junior Sportscaster Contest," and is open to boys 18 years old and under. It is sponsored jointly by the Pittsburgh Pirates, the Atlantic Refining Co., KDKA and the other stations of the Pirates' radio network.

KDKA has planned a "Family Contest," to begin today (Monday) and run through August 31, which is based on a crossword puzzle. The winning family will receive a major Westinghouse appliance for each member of the family, a Mercury station wagon and an all-expenses-paid trip to New York. The format of the puzzle is based on KDKA's news-music-service format.

Cost of KDKA's Baseball Promotion

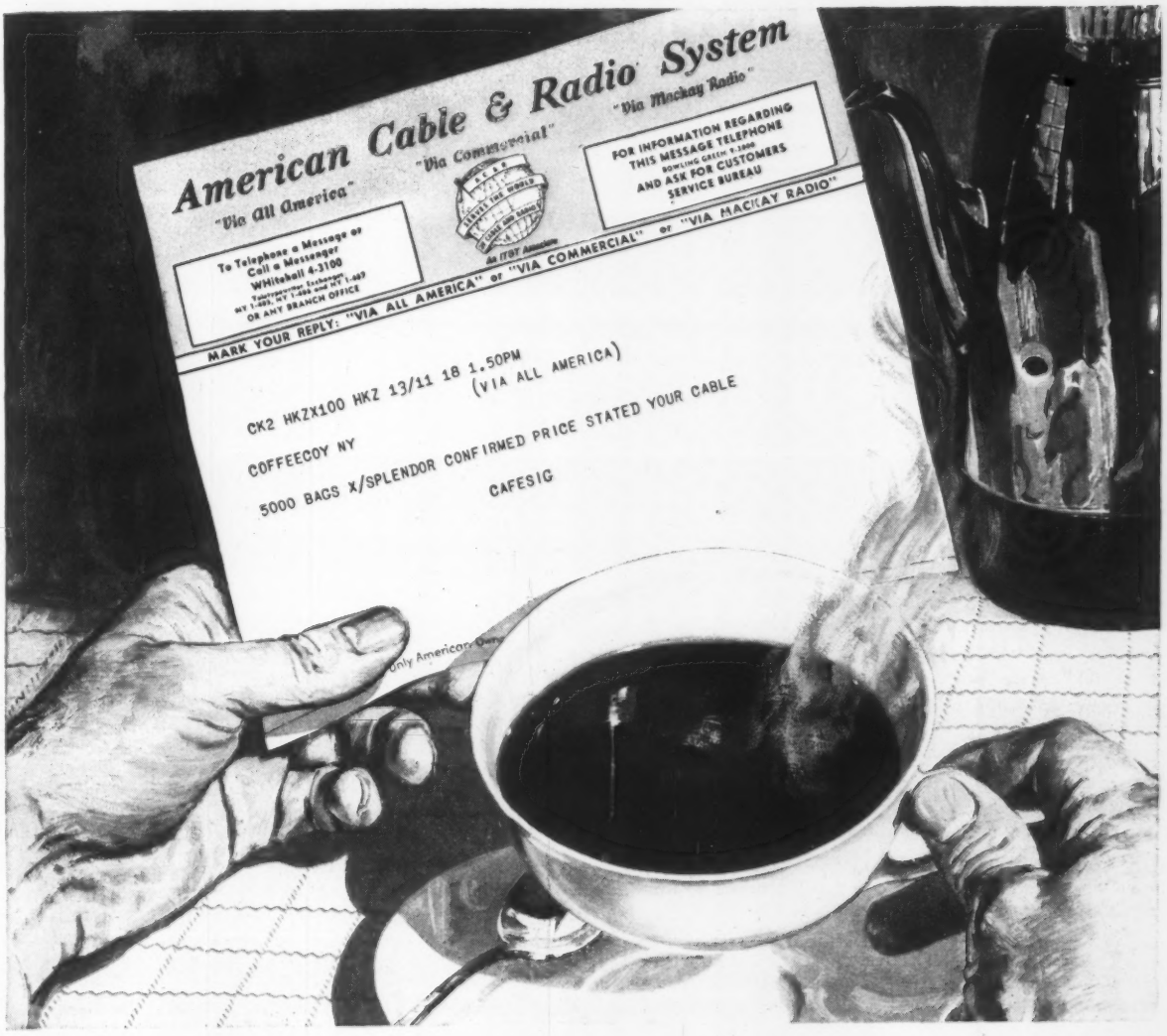
Event	*Estimated Cost*
HELENE SUSCE ($65 x 16 weeks)	$1,040.00
CAR ($400 x 4 months)	1,600.00
CAMERA ($100 plus $50 film)	150.00
CAR SIGNS-LETTERING-BALL	200.00
GAS AND OIL FOR CAR	240.00
PUBLICITY	200.00
ADS—AREA PAPERS	2,000.00
ADS—LOCAL PAPERS*	
OUTDOOR SIGNS	800.00
MAILINGS TO DEALERS	500.00
HELENE'S UNIFORM	200.00
FAMILY CONTEST*	
LUNCHEON AT SEASON'S BEGINNING	500.00
INSURANCE	370.00
MISCELLANEOUS SIGNS AND STUNTS	200.00
TOTAL	$8,000.00

* Trade deal—product for equal amount of air time $ value of these is about $7,000.



FRONT VIEW: *Miss Susce and her automobile in a moment of repose. KDKA's estimated cost of girl's salary is $1,040; car, $1,600; gas and oil for car, $240; insurance for girl and car, $370, and uniform, $200.*

REAR VIEW: *Miss Susce at work taking a picture of an Atlantic dealer. KDKA's estimated cost of camera is $100 and film, $50.*


American Cable & Radio System
"Via All America"
"Via Commercial"
"Via Mackay Radio"
To Telephone a Message or Call a Messenger Whitehall 4-3100
OR ANY BRANCH OFFICE
FOR INFORMATION REGARDING THIS MESSAGE TELEPHONE
AND ASK FOR CUSTOMERS SERVICE BUREAU
MARK YOUR REPLY: "VIA ALL AMERICA" or "VIA COMMERCIAL" or "VIA MACKAY RADIO"
CK2 HKZX100 HKZ 13/11 18 1.50PM
(VIA ALL AMERICA)
COFFEECOY NY
5000 BAGS X/SPLENDOR CONFIRMED PRICE STATED YOUR CABLE
CAFESIG

It takes a lot of communication to make a good cup of coffee...

Between coffee grower, roaster and your breakfast table lie thousands of miles of ocean and mountain terrain ... and thousands of words of business transactions, market reports and shipping instructions.

The pulsing thread that "delivers" your pound of coffee is made of submarine cable, radiotelegraph, and ship-to-shore radio—networks of modern communication operated by American Cable & Radio Corporation, through the cooperation and farsightedness of our good-neighbor governments in the coffee lands.

AC&R, an associate of International Telephone and Telegraph Corporation, is the largest American-owned international telegraph system. It provides direct cable and radiotelegraph circuits linking the United States and the principal countries of Central, South America and the West Indies, Europe, Africa, the Middle and Far East. The movements of coffee, together with other vital commodities and thousands of items in commerce are speeded by these communication "lifelines."

Since the first cables were laid ... more than three-quarters of a century ago ... AC&R has contributed to the economic growth of many lands. Through its subsidiaries, Commercial Cable Company, Mackay Radio, and All America Cables and Radio, Inc., backed by the world-wide manufacturing and research facilities of IT&T, it offers the finest in international communication services.

IT&T

INTERNATIONAL TEL AND TEL

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York 4, N.Y.

For further information address American Cable & Radio Corporation, 67 Broad Street, New York 4, N. Y.

DOES THE SPONSOR GET HIS FOOT IN THE TV NEWSROOM DOOR?

Survey indicates he encounters little success in soliciting news 'kills'

HOW far into the tv newsroom does the sponsor's sphere of influence extend?

The more cynical answer that the cash register's ring is all-commanding. This touches off a rebuttal from those with more faith in the newsman's integrity.

The latter view appears more nearly correct, according to a study of newsroom practices by Per Holting this spring in preparing his master's thesis at the U. of Minnesota School of Journalism. The sponsor influence aspect was part of a comprehensive 75-question form submitted to news directors at 138 tv stations. A total of 118 responded (including 19 from Canada).

Principal conclusions from the study:

- Requests for inclusion of stories for a client exceed requests for omission of news.
- By slightly less than a 2-1 margin the tv news directors do not honor client requests for deletions.
- There is considerably more leniency however, in allowing inclusion of news favorable to a sponsor.
- Clients generally do not approach the tv news director directly on such matters; requests for kills usually are channeled through the station manager; the station sales, promotion and programming departments are responsible for many of the requests for inclusion of news favorable to a sponsor.

Seventy-seven tv news directors said they never omitted a news item so "as not to offend the sponsors" (Table I). Another 41 conceded they made omissions in frequency ranging from "rarely" through "occasionally" to "frequently." In addition, 91 of 110 respondents said they had not made this concession in the past two months.

The tendency to be more lenient in honoring sponsor desires to have favorable news items included is reflected in the fact that only 19 of 118 reported they had never used such stories (Table II). In response to a similar question, 43 said such intentional inclusion had been permitted in the past two months.

One tv news director summed it up this way: "My general feeling is that no one—sponsor, salesman or program director—can tell me to kill a news story that I consider important on any grounds. However, if occasionally I can help the other departments by including a story of particular interest to a small group or to a potential client, then I see no objection. Of course, considerable discretion must be employed in granting these requests so that they don't become an everyday occurrence."

Mr. Holting pointed out that no mention of the importance of the omitted or included stories was made.

"It can be taken for granted," he said, "that the vast majority of these stories were not big local stories such as murders, bank robberies or spectacular fires. The omitted stories may well have all been drunk driving stories, items about a competitor's success or the mischievous adventures of a sponsor's son. The included stories might have been coverage of a sponsor's new warehouse, the sponsor's father-in-law placing a wreath somewhere, or if the sponsor is an auto dealer, the debut of the new models."

Moving from questions of how the tv news director ultimately acted on such requests, Mr. Holting's study solicited information on how and where the sponsor "pressure" had been applied.

Of 114 news directors that answered, 106 reported they had not been directly approached by a sponsor during the past two months to drop "unfavorable" news (Table III). In addition, 89 of 115 tv news directors said they hadn't been asked directly by a client to include a news story in the past two months.

What about the advertiser who feels rebuffed? How often does he threaten to cancel? How often does he cancel?

While 19 of 114 respondents said they had encountered cancellation threats in varying frequencies, only 8 of 115 said such threats had been carried out.

Mr. Holting conceded this is an area difficult to pinpoint since some advertisers do not go to the news director but to the station manager or sales department. Also, he said, in some cases it's difficult to say whether a sponsor drops a show for news content reasons or begs off for some less debatable purpose.

If the clients aren't breaking down the

TABLE I

Tv news directors who omitted news stories to avoid offending sponsors

(118 responses)

Frequently	1%
Occasionally	6%
Rarely	28%
Never	65%

Directors who granted requests to omit stories during a two-month period to avoid offending sponsors

(110 responses)

Dozen or More Times	2%
At Least Ten Times	0%
About Half Dozen Times	1%
Three or Four Times	2%
Once or Twice	13%
Never	82%

TABLE II

New directors who included stories in tv news shows to please sponsors

(118 responses)

Frequently	4%
Occasionally	28%
Rarely	52%
Never	16%

Tv news directors who granted requests to include stories during a two-month period to please sponsors

(113 responses)

Dozen or More Times	3%
At Least Ten Times	2%
About Half Dozen Times	3%
Three or Four Times	10%
Once or Twice	45%
Never	38%

TABLE III

Directors who received requests directly from sponsors to omit news stories during a two-month period

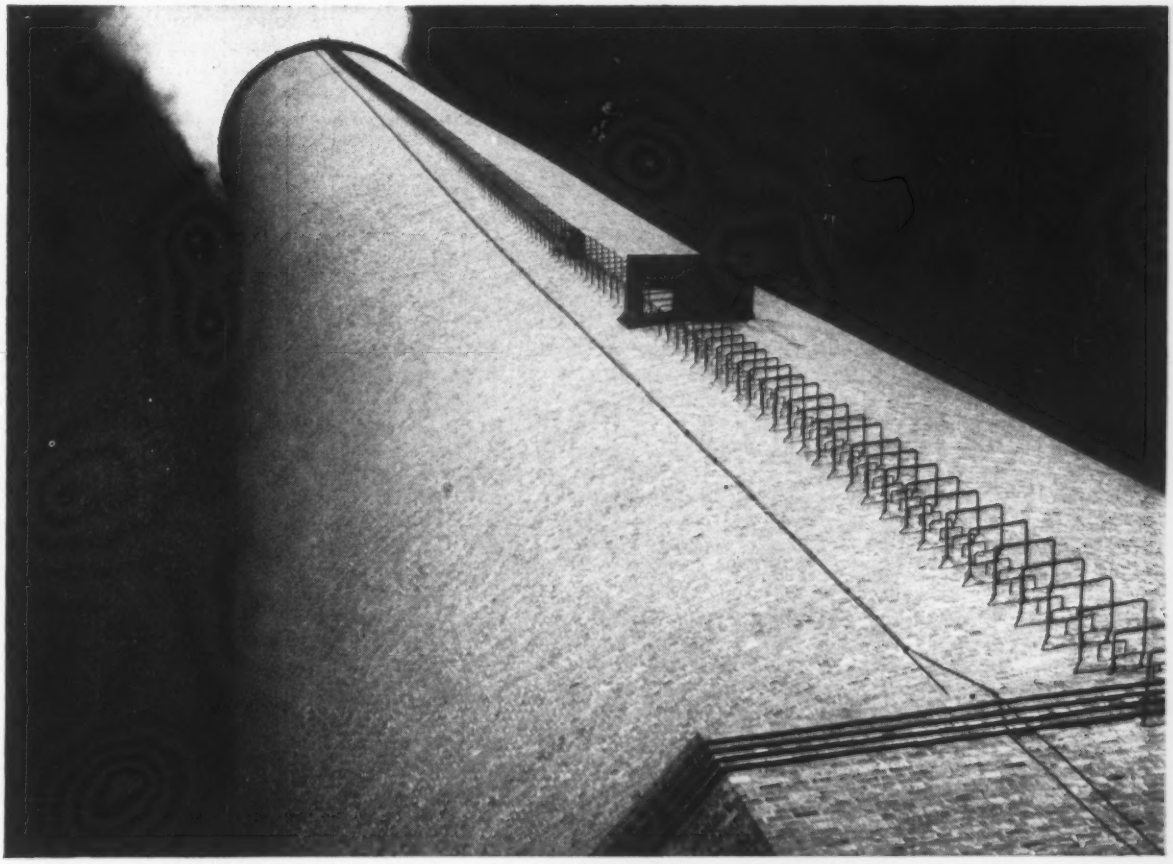
(114 responses)

Dozen or More Times	0%
At Least Ten Times	0%
About Half Dozen Times	0%
Three or Four Times	1%
Once or Twice	6%
Never	93%

Directors who received requests directly from sponsors to include news stories during a two-month period

(115 responses)

Dozen or More Times	1%
At Least Ten Times	0%
About Half Dozen Times	0%
Three or Four Times	3%
Once or Twice	19%
Never	77%



FOR AN ADDED VACATION THRILL

see America the BOUNTIFUL

VISIT THE ANACONDA COMPANY'S REDUCTION WORKS AT ANACONDA, MONTANA — WHERE MODERN METALLURGICAL MAGIC TRANSFORMS MILLIONS OF TONS OF ORE INTO MANY USEFUL METALS AND CHEMICAL PRODUCTS.

The Anaconda Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

Within an easy drive of Yellowstone Park's scenic splendors is another spectacular facet of America's rich heritage. It's the famous Anaconda Reduction Works at Anaconda, Montana, 26 miles northwest of Butte. Include a visit to Anaconda in your plans if you're heading out Yellowstone way. A contrast to majestic waterfalls and panhandling bears, what you'll see at Anaconda will join them as memorable highlights of your trip.

You'll see the concentrators, smelters, electrolytic reduction plants, that have made the Anaconda Reduction Works one of the foremost operations of its kind. Towering over all like a sentinel, you'll see the famed "Big Stack," higher than the Washington Monument, from whose base — by a system of electrical precipitation — many tons of valuable material are reclaimed from furnace gases. You'll see batteries of giant rod and ball mills, able to grind more than 40,000 tons of ore to sand-grain fineness in a day, and molten copper pouring from converters and casting furnaces. These, and other facilities you'll see at Anaconda will, in a typical year, contribute to America's economy some 260,000,000 pounds of copper, 160,000,000 pounds of zinc, thousands of tons of manganese, sulphuric acid, superphosphate, mixed fertilizer and other varied products.

The Anaconda Company extends a cordial invitation to "come see us" when you're in Montana, at Anaconda, Great Falls, Butte, or at the Anaconda Aluminum Company plant at Columbia Falls. At many of the Company's facilities you may take expertly guided tours, above ground and below. We're sure your visit will give you a new pride and appreciation of your America the Bountiful.

57272-A

newsroom door with requests for favors, then whom are they contacting? The tv station manager? Other departments?

So far as the station manager is concerned, answers to Mr. Holting's survey showed, they followed the same general pattern in seeking more often to have news items included than asking for kills. A total of 96 of 114 responses from news directors said that in the preceding two months they had not been approached by the station managers to withhold news stories (Table IV). Conversely, 53 out of 115 said station managers had sought to have client news items added to programs.

The survey indicated that of 115 tv stations providing questionnaire responses, 82 were reported by news directors under general managers with no news background. Mr. Holting concluded:

"Most television station managers are businessmen and not newsmen. This tends to make them regard news shows in the same light they regard other shows: as so much broadcast time that has to be sold. Many of them, I think, have no sense of news values and this may lead to situations where they cannot see the newsman's or news director's point of view."

The sales, promotion and programming departments requested inclusion of news items, according to 64 of 115 tv news directors. Omission requests from these departments were practically nonexistent: Only eight out of 114 reported such incidents (Table V).

Mr. Holting also explored the contacts that exist between the sponsor and the tv news director. Sixty-seven directors reported they had no news discussions with advertisers, while 49 said they did have such discussions with clients. The majority of this latter group, however, said such contacts were rare.

The logical question which follows on the heels of all the foregoing queries: Can the tv station news director make his decision stick? Ninety reported that they have the final say on what goes and what does not go into a news show. The other 28 said they did not have the final say. Mr. Holting also said that news directors who omit or delete a news story for a sponsor are not as likely to have the final say on program content.

Two other sub-hypotheses offered by Mr. Holting: (1) as might be expected, sponsors have more influence at stations where talent fees are received from the clients for commercial news shows, and (2) members of the Radio-Television News Directors Assn. are not as likely to omit or include stories for a sponsor.

Mr. Holting emphasized that the findings of his study do not represent the "typical" or "average" tv newsroom. He said the questionnaire did not go into the networks' own stations where "the flow of instructions, if any" from network headquarters on news policy would complicate the study.

TABLE IV

News directors who received requests from station managers to omit news stories during a two-month period to avoid offending sponsors

(114 responses)

Dozen or More Times	0%
At Least Ten Times	0%
About Half Dozen Times	0%
Three or Four Times	5%
Once or Twice	11%
Never	84%

News directors who received requests from station managers to include stories in news shows during a two-month period to please sponsors

(115 responses)

Dozen or More Times	0%
At Least Ten Times	3%
About Half Dozen Times	7%
Three or Four Times	4%
Once or Twice	33%
Never	53%

TABLE V

Directors who received requests from the sales, promotion and programming departments to omit stories in a two-month period to avoid offending sponsors

(112 responses)

Dozen or More Times	0%
At Least Ten Times	0%
About Half Dozen Times	2%
Three or Four Times	1%
Once or Twice	5%
Never	92%

Directors who received requests from sales, promotion and programming departments to include news stories to please sponsors in a two-month period

(115 responses)

Dozen or More Times	3%
At Least Ten Times	1%
About Half Dozen Times	3%
Three or Four Times	9%
Once or Twice	40%
Never	44%

PLAYBACK

QUOTES WORTH REPEATING

THE HEAVY COST OF JUSTICE

THE Orlando *(Fla.)* Sentinel, *after broadcaster-publisher Edward R. Lamb was cleared of communist association charges [B•T, June 17], retraced the history of the long case and offered this summation.*

After all the hullaballoo, it seems crystal clear that Mr. Lamb was being persecuted. Where was all the evidence the FCC claimed it had? It never appeared.

Worst thing the FCC produced was some "dream book" type evidence from a woman who appeared to be playing a cloak and dagger game. She charged Mr. Lamb with infamy, withdrew her charges and with a 180-degree turn said the FCC had bribed her to lie. She was convicted of perjury.

Now Mr. Lamb has cleared his name. The courts have smiled upon him and rightly so.

The government has treated Mr. Lamb cruelly and harshly. It forced him to spend a fortune to clear his name of hideous charges, and while the government was chasing will-o'-the-wisps, its officers spent $900,000 of taxpayers' funds on the hunt.

The *Sentinel* congratulates Mr. Lamb for his vindication, sympathizes with him for his long and arduous ordeal.

THERE'S MORE BETTER MUSIC

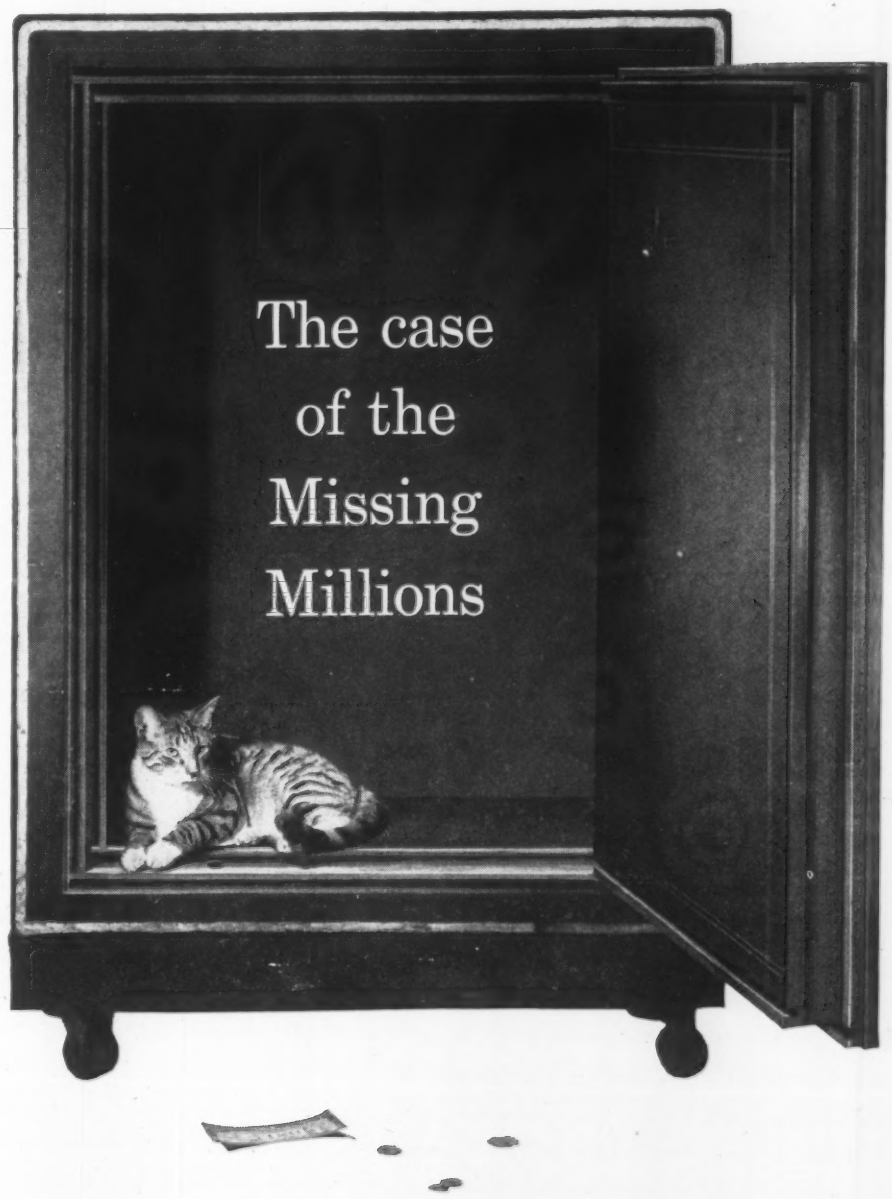
CARL HAVERLIN, president of BMI, speaking June 15 at the American Symphony Orchestra League Convention in Sioux City, Iowa, described the status of concert music in the U. S. and reported this growing acceptance through broadcasting.

A QUESTIONNAIRE we sent to broadcasters developed that in 1950 460 stations were broadcasting concert music for an average of two hours and 45 minutes a day. Each year since we have sent out the same questionnaire.

The 1957 questionnaire just tabulated shows returns from 1,800 stations. Of these some 1,200 broadcast concert music and the average usage per week is just over six hours. About 400 of these stations are in the 178 counties with heaviest population.

Simultaneously, we also mailed out to all interested stations a weekly continuity series called "Your Concert Hall" . . . The copy for a whole hour program rarely took more than three minutes to read.

Many broadcasting stations testified to the fact that whereas they previously had tried to keep programs on the air and failed, now they found to their delight that there was a general appetite far beyond their expectations. They had learned to let the music speak for itself with but the barest spoken statement as to title, composer and orchestra. In short, they were taking the stuffing out of the shirt.



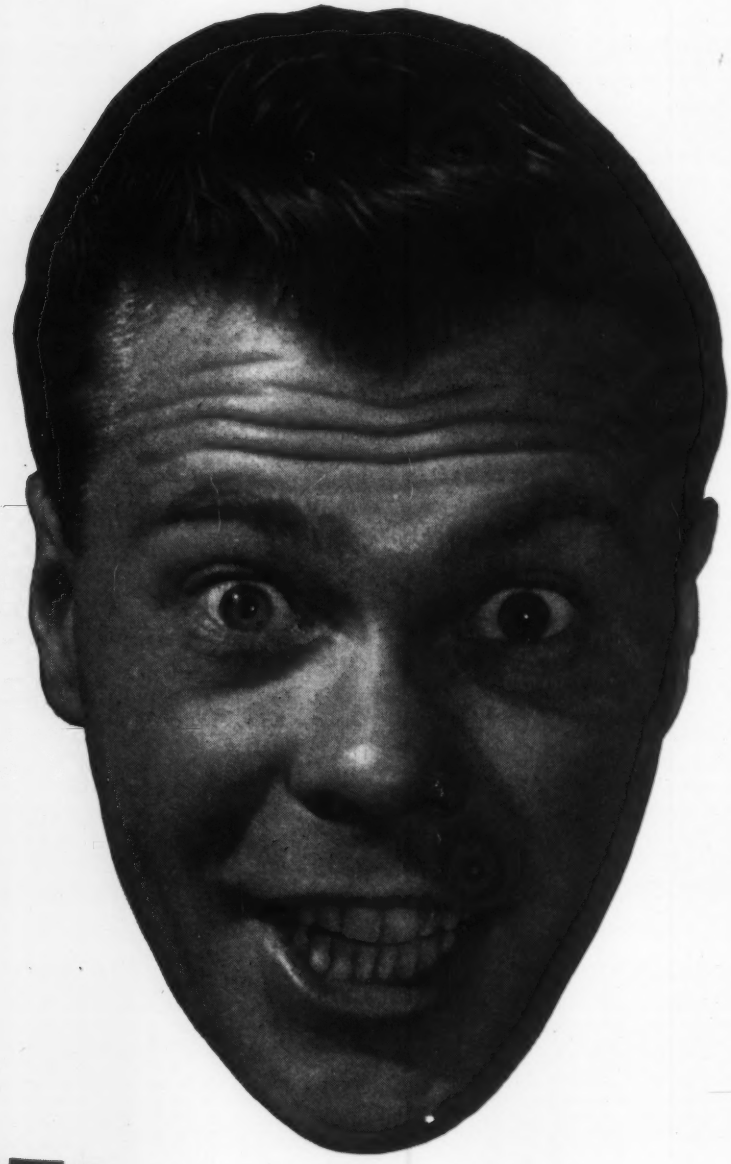
Millions of tax dollars are lost every year through a strange kind of tax favoritism. And you are taxed extra to help balance the loss.

As a customer of an independent electric light and power company, about 23¢ out of every dollar you pay for electricity goes for taxes. But because of present tax laws, people served by federal government power systems escape paying most of the taxes in *their* electric bills that you pay in *yours*.

They pay taxes of only about 4¢ per dollar if their power comes from the government's TVA, for example. So to make up for the lost tax revenues which federal power projects *don't* pay, you have to be taxed *more*.

Don't you think that *every* American should carry his fair share of taxes? *America's Independent Electric Light and Power Companies**.

**Company names on request through this magazine*



"GEE! That's the car for me!"

He was watching WGN-TV where top programming has a way of getting viewers interested and absorbed. He was part of a 722,700-person audience delivered by the 10 o'clock movie (May 1957 Nielsen, 17.1%).

Top programming week after week lets WGN-TV offer you the kind of audience you want to reach—morning, noon *and* night.

That's why Top Drawer Advertisers use WGN-TV

Let our specialists fill you in on some exciting WGN-TV case histories, discuss your sales problems and advise you on current availabilities.

Put "GEE!" in your Chicago sales with WGN-TV

CHANNEL 9—CHICAGO

from **SYLVAN TAPLINGER,** *director of tv & radio, Peck Advertising*

TELEVISION IS PERMITTING ITSELF TO TUMBLE INTO TOO MANY RUTS

THE other evening I saw a screening of the new Budd Schulberg motion picture, "A Face in the Crowd." This powerful film about the tv industry triggered a chain of random thoughts in me—some new, yet most of them had lain dormant in my mind.

Many of the situations are exaggerated but they are based on truths. Tv folks will belittle the film as a Hollywood slap at the industry. Maybe it is but it won't put television out of business any more than movie exposes on video dramas have hurt Hollywood. However, it is going to provoke a lot of thinking. Here is some of mine.

First, there's the overall production. It's ironic that it is produced with the great natural acting and realism that characterized much of the live tv drama of the past several years—the original "Marty," "Patterns," "Middle of the Night," "One Left Over," "The Comedian," and so many, many others. It was television that reminded audiences big names are not vital to good drama, that women don't require perfect features and figures to be attractive, that ordinary people can be interesting, that unglamorous attire can heighten dramatic effect. All these techniques are a part of "A Face in the Crowd." All add to its great impact.

And what is television doing about this pattern it has evolved? Well, here is irony at its most bitter. Television is going in even more and more for Hollywood film shows reminiscent of Grade B (and lower) movies—rushing in to fill the gap being abandoned by feature film producers who are profiting by what tv taught them. On home screens we'll see an increasing number of shows in which the "ugly duckling" bowls over the hero with her beauty simply by removing her glasses. Realism is portrayed by a perfectly groomed hero or heroine crawling out of a horrible wreck with only a smudge on one cheek and a single lock of hair out of place. Type casting is personified by poor old Regis Toomey who will die a sympathetic death two-thirds of the way through a hundred tv film plays. We'll hear more of that wonderful canned laughter that can stop a show on a line as hilarious as "It looks like rain today." And worst of all, those assembly-line scripts seem like rehashes of material found in the "rejected" file at the old Monogram lot.

WE'VE ALLOWED DETERIORATION TO SET IN

I've had the opportunity to talk with several important motion picture people. Despite the cold shoulder their companies were giving tv all these individuals were openly honest about their admiration and respect for what tv was doing. Now these people are adapting the very techniques they admired while tv is giving in to mediocrity.

Just as we're allowing show production to fall into a mass production rut there are signs commercials are doing likewise. The realism that is giving way to the Hollywood-type synthesism actually is even more important in commercials than in shows because of the necessity for the viewer to identify himself with the people in the commercials. Yet type-casting can be found here, too. Outside of the gent with the tattoo, are young, vivacious boys and girls the only people who smoke cigarettes? And those lovelies in the hair spots. I defy anyone to differentiate between the models who primp for Toni, Drene, Prell, Sof-Set or any of the hair preparations.

"A Face in the Crowd" also reminds us what a great selling force tv is—for products, personalities and ideologies. For now I'll concern myself with the selling of products and leave the other two to Messrs. Schulberg and Kazan.

Used properly, tv can make a product and break its non-tv competitors, so we're told. Well, there's no doubt that many products and companies have been made in this way and these companies have found it good business to put much of their profits back into additional tv to expand their gains.

THE SUCCESSFUL CLIENTS KEEP ADDING

Revlon didn't exactly sit back and let the *Question* do all the work for it. There followed the *Challenge, Twentieth Century-Fox Hour,* the forthcoming Guy Mitchell and Walter Winchell shows and so on. P&G is another that moves in and buys top shows as they open up. Now, if an advertiser like this did well on one show a week just imagine his sales increases when he has four or five going for him.

These increases have to come from somewhere so it figures that as these sponsors' sales charts go up their competitors' have to go down. Let's assume one of the distressed competitors decides to do something—he scrapes up the $2.5 million required to buy himself an alternate half-hour show, then hopefully approaches the networks only to find them sold out. Does he resign himself or does he, knowing his rich competitor controls several periods and shows, run to Washington screaming, "Monopoly!" This conceivably could happen and perhaps the networks know it because they've been saying they want to help the "little" advertiser.

On the other hand there has been a tendency to make it tougher by insisting on expensive, long-term contracts. The 13-week contract is rapidly becoming a thing of the past. This business of big advertisers getting bigger through tv applies not only to national manufacturers but on a local level one or two large stores could grab up all the good availabilities to the distress of their competitors. It all leads me to wonder. Isn't television contributing to the trend of bigness?

Not arguing—just wondering.

Sylvan Taplinger; b., June 9, 1914 in Atlantic City. Entered radio at CBS as assistant to program director. He produced and directed Kate Smith radio show. Served with Armed Forces Radio Service during World War II. Returned to civilian life as radio director of Weiss & Geller. Resigned to join Kenyon & Eckhardt as associate radio-television director. Later joined Peck Adv., and is now serving as director of radio and television.

Last Toll Stop—Congress

OF ALL the comments received last week by the FCC on the subject of subscription television, the one supplied by Rep. Emanuel Celler (D-N. Y.) will be the most difficult to ignore.

Mr. Celler, who is chairman of the powerful House Judiciary Committee, told the FCC that subscription television is too big an issue to be handled by a government agency. It entails questions of public policy that only Congress can decide.

To be sure, his is not a unique view. It was advanced last week by networks, leading television broadcasters and the NARTB. But it carries special weight when expressed by Mr. Celler, for he, among all members of the House, is least suspect of consorting with the major television interests.

The FCC must accept Mr. Celler's view as his own. It cannot dismiss as the ghost-writing of the television networks the comments of a man who within the past two months has introduced legislation and urged antitrust investigations that would knock the networks in the head.

Mr. Celler is the second chairman of a powerful House committee to raise serious questions about the FCC's authority to approve tests or operations of subscription television. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, has exchanged lengthy letters with the FCC, suggesting that toll tv is a matter for Congressional decision.

Together, Messrs. Celler and Harris represent a formidable bloc of Congressional thinking. It would be a headstrong if not foolhardy FCC that proceeded to a decision without seeking the advice of Congress.

The rashness of such a course of action is made the more emphatic by the recent announcement that the FCC is to be a prime subject of investigation by the House Subcommittee on Legislative Oversight. This committee, under the chairmanship of Rep. Morgan M. Moulder (D-Mo.), was established to find out whether the FCC and other independent agencies were flouting Congressional authority. Unilateral action by the FCC on subscription tv would be an ideal subject for the Moulder committee to look into.

In a letter which FCC Chairman John C. Doerfer sent July 5 to Rep. Harris [AT DEADLINE, July 8] the FCC strongly asserted its legal right to authorize subscription television. We suggest that the question now confronting the FCC is not whether it has the right, in the narrow, legal sense, to approve toll tv but whether it has the ability to establish policies of such vast significance to the public.

The Commission must also consider the inescapable fact that only a hand full of station operators have indicated an interest in broadcasting subscription television. In the comments filed with the FCC last week, only five were from stations—all uhf and some inoperative—supporting or at least not opposing toll tv. If to be licensed, it must be licensed to stations. Can the Commission act to approve toll tv when practically no broadcasters wish to enter it?

WE CANNOT leave the subject of subscription television without commenting on a reference to us in a statement filed last week with the FCC by Eugene F. McDonald Jr., president of Zenith and foremost advocate of toll tv.

Comdr. McDonald said we were a network house organ.

Since reading Comdr. McDonald's remark we have looked at our mail assiduously, but in vain, for some negotiable evidence of our sturdy service on behalf of networks. The mail having failed to bring any retainer from networks, we extended our research into our own history of opposition to subscription television.

We discover from back files that our position was taken in the mid-forties when subscription radio was being urged. We find editorials opposing subscription television in issues going back to the late forties.

We recall few if any public statements of importance on the question of subscription television from networks until some time after the present FCC proceedings got under way in 1954. In fact, we could quote editorials from this journal urging networks and other broadcasters to take an interest in the subject.

Perhaps Comdr. McDonald got his syntax twisted and really meant to say that the networks were house organs of us.

Drawn for BROADCASTING • TELECASTING by Sid Hix

Community Antenna 'Competition'

DROWNED out in the sound and fury over subscription tv are the pleas of small market television stations, mostly in the sparsely settled areas of the West, for relief from the inroads of community antenna systems, which pick up and retransmit by wire the network programs of metropolitan tv stations—for an installation fee and a monthly rental.

A dozen tv stations, fighting for survival in secondary markets as yet unserved by AT&T interconnections, have asked the FCC to assume jurisdiction over CATV systems. So far, the FCC has turned a deaf ear, apparently unsure of its authority, or unwilling to meet the problem head-on.

Interplay of free competitive enterprise is not involved. CATV systems do not originate programs. They simply pick them up from remote network stations. So far, networks, advertisers and stations have not objected. They like the increased "circulation" at no cost to them. The stations enjoy bonus coverage extending beyond their normal contours.

Some day—and it may not be too distant—the networks, stations and sponsors are going to pull the string on the CATV operators. It will probably be on the basis of program property rights. The development of closed-circuit toll tv (call it wired tv, cable theatre, or what you will) may trigger the end of the *entente cordiale* between CATV operations and the program owners.

The mystery is the FCC's lackadaisical attitude in regard to CATV. The Commission licenses mivrowave companies which provide common carrier service to the CATV operators. But the CATV operators are not regulated. Patently, they are common carriers in piont-to-point communications.

The FCC may have more pressing problems involving more people than those affected by the vexing CATV condition. But it has none of greater concern to the people affected, viewers and telecasters alike. The FCC established as a main objective in tv allocations under the Sixth Report and Order, the fair, efficient and equitable distribution of service to the states and communities. Its firm intention was to provide each community with at least one tv station as a local outlet for self-expression.

These remote area tv stations (and virtually all of them are vhfs) are faced with extinction, not because of competition from other creative program sources, but from unregulated wire systems which are getting a free ride from remote network tv stations and are getting paid for it.

WIDE, WIDE TEXAS

The show — Wide, Wide World, the engineering and production facility — KPRC-TV, the assignment — live camera coverage of the 70-mile Houston ship channel from sea, air and land in a 20-minute period. A 48-man KPRC-TV staff with supplementary personnel and equipment delivered coverage for the network, using nine cameras located on a shrimp boat, helicopter, battleship, moving truck and atop a grain elevator. The art of knowing how in Houston belongs to KPRC-TV . . . the most potent advertising force in the Houston market!

NETWORK QUALITY
at the local level!

KPRC-TV
HOUSTON
CHANNEL 2

JACK HARRIS
Vice President and General Manager

JACK McGREW
National Sales Manager

EDWARD PETRY & CO.
National Representatives

KPRC-TV . . FIRST IN EXPERIENCE WITH OVER 900 MAN-YEARS